

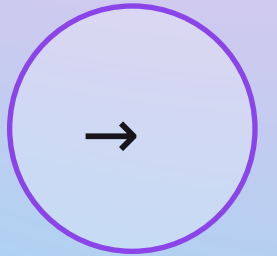


LEAD GENERATION

# CASE STUDY

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CLIENT **RevRunnr**



# ABOUT THE CLIENT

## FINTECH — BUSINESS SERVICES



RevRunnr offers a modern way for smaller companies to access bigger business opportunities. By trading crypto via blockchain, securely and in accordance with EU financial compliance laws, they help businesses increase their yearly turnover and open doors that would otherwise stay closed. They also offer ready-made shelf companies for founders who want to cut the red tape and get started without delay.

*Client: RevRunnr*

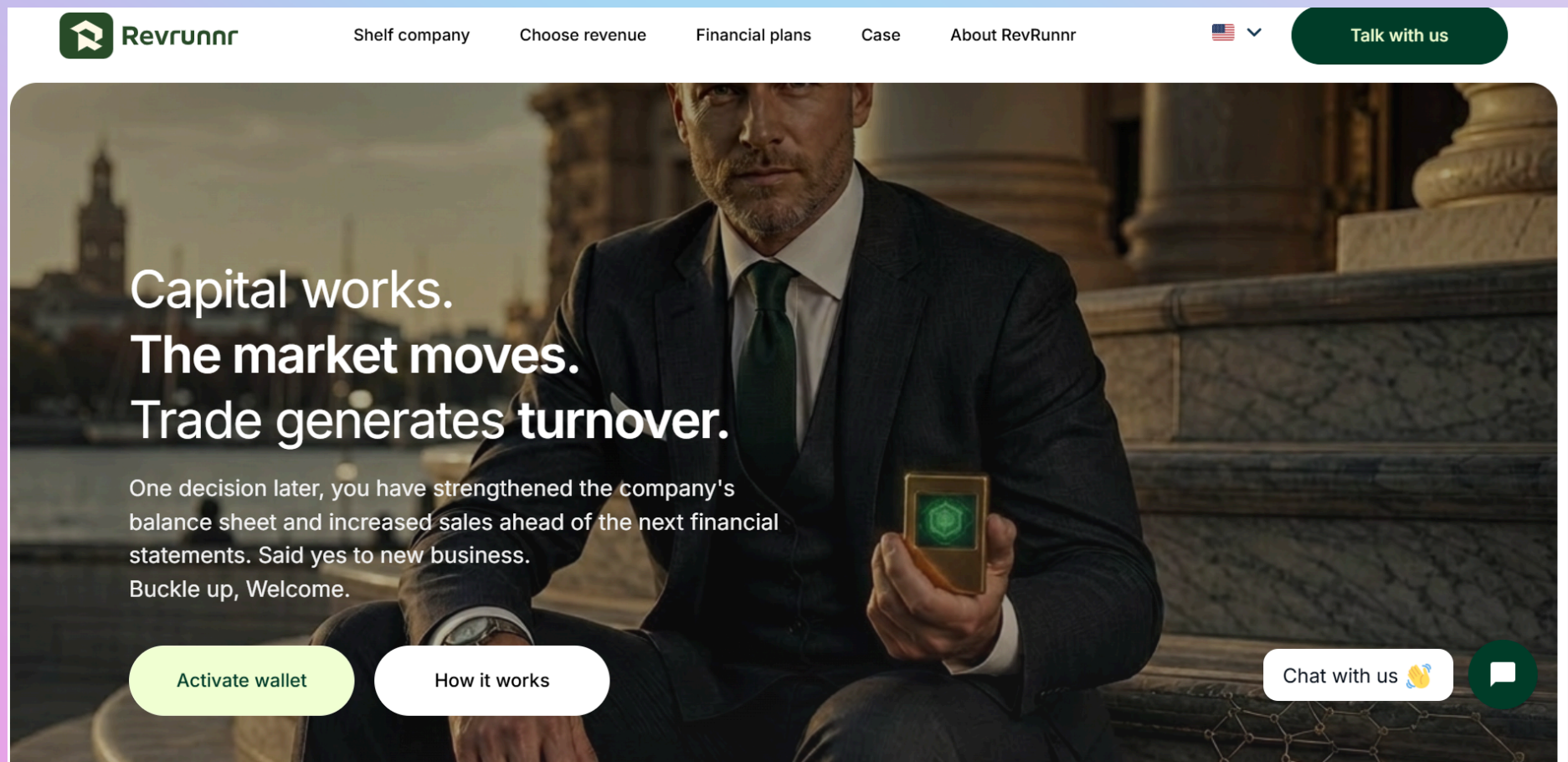
## Where we began

RevRunnr offers a compliance-led way for smaller companies to access bigger business opportunities: crypto trading via blockchain in line with EU financial regulations, plus ready-made shelf companies for founders who want to skip the red tape. The goal was to turn that offer into a steady flow of qualified leads and booked meetings. We started by defining RevRunnr's ideal client profile together with their team, then set clear targets before spending anything: a cost per lead of €25-35 and a lead-to-meeting ratio of around 50%.

## What we built

Meta was the clear starting point for this audience, so we launched on Facebook and Instagram in Sweden, the UK and selected US states. We produced 10 UGC-style videos to build social proof and engage the audience, and set up a lead nurturing system with preset message sequences across SMS and email, so every lead was followed up and moved toward a meeting.

# THE CREATIVE



# Month one

First month of the partnership

## 4.5%

CTR

Meta's average is around 1–1.5%

## €25

COST PER LEAD

Our estimate was €25–35

## 48%

LEAD-TO-MEETING RATIO

Our estimate was around 50%

The campaign started at the better end of our CPL estimate, with a click-through rate roughly three to four times Meta's average.

# Three months in

Performance after three months

## 6.5%

CTR

Up from 4.5% in month one

## €19

COST PER LEAD

Down from €25

## 65%

LEAD-TO-MEETING RATIO

Up from 48%

# Six months in

Performance after six months

## 6.5%

CTR

Held steady at the month-three level

## €16

COST PER LEAD

Down again from €19

## 69%

LEAD-TO-MEETING RATIO

Up from 65%

Total ROI after six months of cooperation: +890% compared to ad spend and agency fees.

# CAMPAIGN KPIs

Six months of partnership, side by side

CTR

**+44%**

4.5% → **6.5%**

Click-through rate

COST PER LEAD

**-36%**

€25 → **€16**

Cost per lead, down steadily

MEETING RATIO

**+21 pts**

48% → **69%**

Share of leads that became meetings

ROI

**+890%**

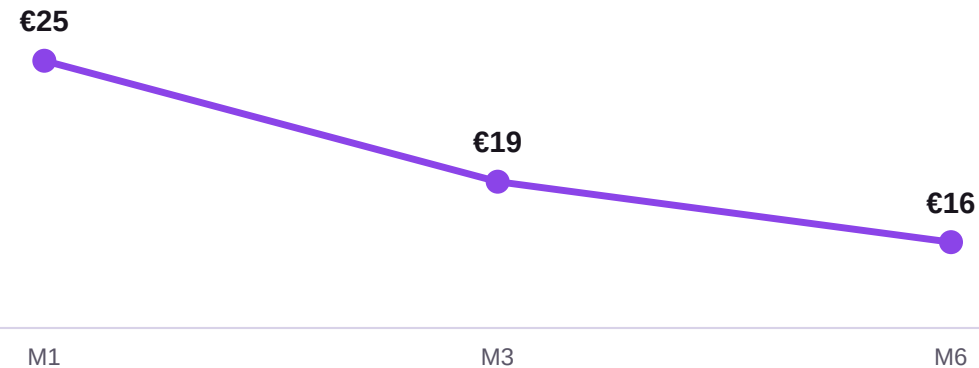
Return after 6 months vs. ad spend and agency fees

# BUSINESS GROWTH

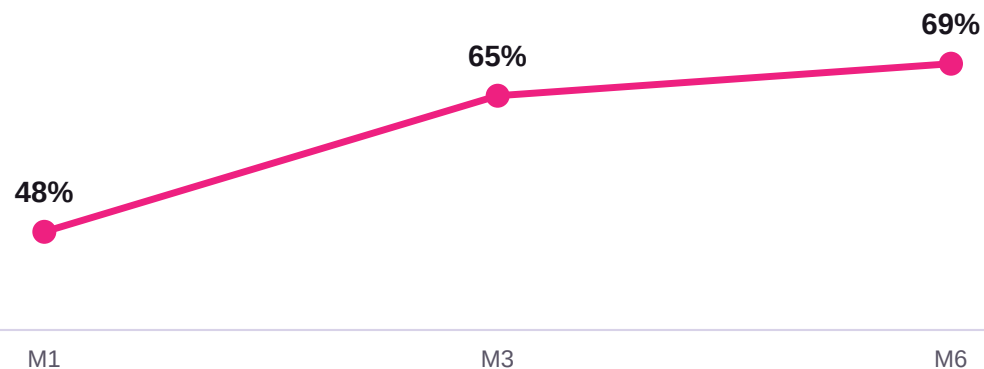
ROI +890% AFTER SIX MONTHS, COST PER LEAD DOWN 36%

- ✦ Better targeting and sharper creative pushed cost per lead from €25 to €16 over six months.
- ✦ With SMS and email nurture sequences running behind the ads, the lead-to-meeting ratio climbed from 48% to 69%.
- ✦ Together, that means each meeting now costs far less in media spend: roughly €52 in month one versus €23 at month six (calculated as CPL divided by meeting ratio).

COST PER LEAD (€)



LEAD-TO-MEETING RATIO (%)



# Let's build your next case study.

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