LEADING NATIONAL FINANCIAL INSTITUTION

A leading financial institution was having trouble decreasing their cost per lead. From the start, KIT found the lack of trust on the existing landing page to be a friction point. After launching an updated design based on solid UX principles, conversion rates soared & cost per lead plummeted.

After a lower cost per lead, ad spend was increased and with lower costs were able to increase click volume by 518%.

How we did it.

- Landing Page design to increase trust
- Single Keyword Ad Groups
- Negative Keywords
- Ad Extensions

Results.

450% ▲

Increase in Monthly Conversion

21% ▼

Decrease in Cost Per Lead

518% ▲

Increase in Click Volume

Ready for fast and steady growth? Connect with us at **hello@wearekit.com**