



REHAB FINANCIAL GROUP PAID SOCIAL CASE STUDY

Rehab Financial Group is a lending group that specializes in financing for real estate investors who are renovating properties to sell or rent.

CAMPAIGN TYPE: ON-FACEBOOK LEAD GENERATION

INDUSTRY: LOAN BROKERS IN THE US



Customer Profile

Facebook's combination of demographic and interest-based targeting allows for precise audience targeting. RFG's ideal customer is interested in real estate investing, whether they are just starting out or have experience in the field. We built two audiences - one built around home improvement interests and another focused on real estate investing.



Challenges

Facebook has a Special Ad category for housing to prevent discrimination by limiting the targeting options available to advertisers. Ads in this category cannot target based on age, gender, zip code, or other categories that could be used to discriminate against certain groups of people. Additionally, advertisers are prevented from creating Lookalike Audiences in a Special Ad category.



Solutions

Due to the limited targeting provided by the Special Ad category, we utilized a retargeting audience to focus on people who have previously shown interest in RFG's services. In this instance, we retargeted to individuals who had visited RFG's website or opened a lead form but had not submitted their contact information.

OUR STRATEGY

Audience Testing + Retargeting

On Facebook, finding the right audience is essential to success. We created one audience built around home improvement interests and another focused on real estate investing - both ideal candidates for RFG's "Fix and Flip" loan products. A third retargeting audience serves additional ads to those who opened the lead form or had recently visited the website. This strategy was highly effective because it allowed for the precise targeting of RFG's ideal customer while complying with Facebook's Special Ad category policies.

On-Facebook Lead Forms

On-Facebook lead forms make it easy for users to express interest in a product or service without ever leaving the platform - maximizing lead generation and reducing the cost per lead. The information collected in the lead forms from potential customers allowed RFG to prioritize leads who were ideal candidates for RFG's loan products. Overall, on-Facebook lead forms are a powerful tool for companies looking to grow their customer base and improve their digital advertising ROI.



THE RESULTS

First Quarter of Paid Social Management

794 Leads
\$8.62 Per Lead



Home Improv Audience

- 347 Leads
- \$6.61 Cost Per Lead
- \$3.48 Cost Per Click

Real Estate Audience

- 315 Leads
- \$7.28 Cost Per Lead
- \$3.17 Cost Per Click

Retargeting Audience

- 132 Leads
- \$17.74 Cost Per Lead
- \$4.84 Cost Per Click

↑ LEADS

RFG saw a significant increase in leads over the first several weeks of the campaign as we collected data and identified top-performing demographics and ad creative. Combined with learning from Facebook's algorithm, lead generation improved over the first few months of the campaign until a stable level of performance was achieved.



SAMPLE GRAPHICS:

When using on-Facebook lead forms, viewers of the ad do not have the opportunity to visit the website to learn more about the business or product until they have filled out the form. In these instances, the entirety of the client's information is obtained through the ad creative as well as the lead form itself. Our custom-made graphics are designed to visually engage viewers while also providing valuable information.

THE HOME LOAN FOR Fix N Flippers

KEEP CASH IN YOUR POCKET

The 100% Premier is one of the most unique private lending products - providing a home rehab loan for 100% of the purchase price and rehab costs!

THE FINANCING YOU NEED, FASTER THAN THE COMPETITION

UNDER CONTRACT ON A PROPERTY?

- ✓ Perfect For Home Flippers
- ✓ Competitive Rates
- ✓ No Money Down

HOME REHAB LOANS FOR **100%** OF THE PURCHASE PRICE!

GET FINANCING IN JUST TWO WEEKS!

Get The Best Loan For Home Flippers

The Fix-to-Flip Loan For Those With Excellent Credit & Steady Income