

U.S. Mortgage & Real Estate Finance Firm

Home Financing & Property Investment · Meta Ads, Funnel Build, Landing Page CRO

- Managed \$175K+ in Meta spend across two very different audiences — first-time homebuyers and property investors — with separate funnels for each.
- Built scenario-based campaigns around affordability, refinancing, rent-versus-buy and investment returns, which gave creative something concrete to say.
- Rebuilt landing pages with trust signals, shorter forms and clearer next steps, lifting the enquiry-to-appointment rate rather than just lead count.

4,800+

Qualified mortgage and property enquiries

\$175K+

Meta ad spend managed

4.4x

Blended ROAS while scaling

+72%

Appointment bookings

WHAT MOVED

-35%

Cost per lead

4.1% → 7.2%

Landing page conversion rate

+38%

Click-through rate, CPM down 21%

+43%

Funded loan opportunities

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Home financing and property investment | Meta Ads and funnel CRO

PROJECT OVERVIEW

We managed Meta acquisition and funnel optimization for a U.S. mortgage and real estate finance firm serving both first-time homebuyers and property investors. These audiences entered the market with different questions, motivations and qualification requirements, so the engagement was designed around separate journeys rather than a single generic lead campaign.

THE CHALLENGE

Scaling spend required more than increasing lead volume. Campaigns had to make complex financial decisions concrete, landing pages needed stronger trust and forms had to balance qualification with completion. The business outcome depended on enquiries progressing to appointments and funded opportunities, not merely being recorded as leads.

OUR APPROACH

We managed more than \$175K in Meta spend through distinct funnels for homebuyers and investors. Scenario-based creative addressed affordability, refinancing, rent-versus-buy decisions and investment returns. Landing pages were rebuilt with clearer next steps, stronger trust signals and shorter forms to reduce unnecessary friction. Our role included audience and funnel strategy, campaign management, creative positioning, landing page CRO, lead qualification and performance analysis. Optimization decisions followed the enquiry-to-appointment journey so media quality and the downstream sales process could be evaluated together.

BUSINESS IMPACT

The program generated more than 4,800 qualified mortgage and property enquiries and maintained a 4.4x blended ROAS while scaling. Appointment bookings increased 72%, cost per lead decreased 35% and landing page conversion improved from 4.1% to 7.2%. Funded loan opportunities rose 43%, providing evidence that stronger funnel performance continued beyond the initial enquiry. Separate audience journeys also gave future creative tests a clearer commercial context and made qualification expectations easier to maintain.

VERIFIED OUTCOMES

4,800+

Qualified enquiries

\$175K+

Meta spend managed

4.4x

Blended ROAS

+72%

Appointment bookings

THE GROWTH SYSTEM WE IMPROVED

01 Separate audience needs

02 Build trust and qualify

03 Optimize toward appointments

WHAT WE DELIVERED

Audience-specific funnels | Meta campaigns | Scenario creative | Landing page CRO | Shorter forms | Qualification

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.