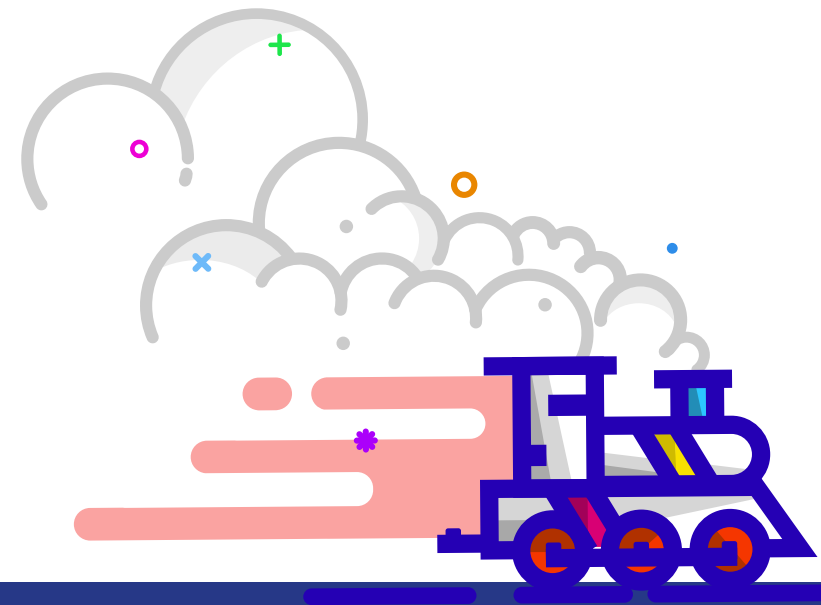




C A S E S T U D Y



FIELDING FINANCIAL

THE CLIENT

Fielding Financial

“Fielding Financial is an award-winning property investing training company who have been independently assessed, by M-Brain, as the number one for customer care, professionalism and accreditation, value for money, integrity and transparency, and charity involvement. We are also the only property investing training company to be externally accredited through the AQA unit award scheme, which we are very proud of.

Not only are we passionate about delivering training to others, but we are avid learners ourselves, constantly improving our training, techniques and skills. We review our courses on a regular basis and ensure that our training materials provide students with the most up-to-date policies, legislation and guidance. All of which fully equips our students to become successful property investors in today’s changing market.”



THE BRIEF

Fielding Financial

Fielding Financial arrived at Adtrain with a campaign that had historically poor performance, looking to drive customers through to certain steps of their funnel based on where the user was in the buying funnel, which we diversified as their requirements changed, pivoting correctly and with minimal turbulence.

Our aims were:

- Improve conversion rates from head campaigns whilst looking for new avenues to generate sales
- Implement new campaign types to extract as much from their budget as possible
- Generate an increasing amount of “bums on seats” to their in-person, 3-day seminars
- Recoup lost ground in terms of industry standing digitally as competitors had come into the market and were eating market share
- Regain a foothold as the UK’s #1 Property Investment Course Provider



THE RESULTS

Fielding Financial

The campaigns were restructured, ensuring maximum creative excellence was maintained and in turn, that gave us the ability to build the foundations as to what has been a hugely successful, long-term project.

Fielding Financial saw so much success that they're now a multi-service customer and are growth perpetually from a digital perspective.

Their first 3-months performance compared to the previous 3 months:

Campaign status: All enabled ADD FILTER														
Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Cost	Impr.	Interactions	Interaction rate	Avg. cost	Conversions			
											7/13/2021 - 10/15/2021	4/9/2021 - 7/12/2021	Change	Change (%)
<input type="checkbox"/> <input checked="" type="radio"/> Adtrain - UK - Seminars	0/day	Eligible (Limited by budget)	72.5%	Search	-	£4,776.23 (+135.23%)	36,358 (+126.18%)	1,858 clicks	5.11% (+5.18%)	£2.57 (-1.12%)	83.83	47.67	36.17	+75.87%
Total: Campaigns											83.83	47.67	36.17	+75.87%

First 3-months performance stats

- Conversion numbers up 75.87%
- Average cost per click down 1.12%
- Click through rate up 5.18%