



# AI Capital Lending

CASE STUDY

# AI Capital Lending - Case Study

**Immediate Scale:** How an Integrated Search Campaign Delivered 875 Conversions for a Direct Commercial Lender.

## Client & Challenge

AI Capital Lending, a NY-based direct commercial real estate lender, needed to rapidly and efficiently establish a lead generation channel to support their expansion across five states (NY, NJ, CT, PA, & FL). With no prior paid advertising presence, their challenge was to achieve immediate market visibility and ensure that every dollar spent attracted high-value real estate professionals seeking bridge financing, a highly competitive and expensive market. They required a bespoke strategy that could scale profitably from day one.

## Multi-Platform Efficiency

We deployed a strategic, integrated campaign designed to maximize reach and minimize costs across the dominant search platforms. This demonstrated our ability to build an intelligent, high-performing channel from scratch.



### Integrated Search Management

We establish a single, cohesive campaign structure, intelligently allocating the budget across Google Ads and Microsoft Ads. This approach ensured that AI Capital Lending captured the maximum market share while maintaining control over overall spending.



### Hyper-Targeted Keywords

Our bespoke strategy focused on niche, high-intent keywords specific to commercial bridge lending, aiming to attract loan brokers and serious real estate investors—not general traffic.



### Optimized Copy & Relevance

We crafted platform-specific ad copy designed to resonate with commercial real estate professionals, emphasizing AI Capital Lending's speed and reliability ("same day term-sheets").

## The Measurable Results: Volume and Value

Our integrated campaign generated significant volume and exceptional cost efficiency in under nine months, proving the power of our bespoke, multi-platform approach.

### I. High-Volume Pipeline Generation

Our integrated approach successfully launched AI Capital Lending's paid presence, creating a substantial new pipeline immediately.

#### Total Conversions Delivered

In under nine months, the campaign generated 875 high-intent website actions (e.g., brochure downloads, contact form submissions) directly into the AI Capital Lending pipeline.

#### Immediate Scale

This volume was generated through a total of 11,963 high-quality clicks across both search platforms, demonstrating the immediate viability of this new channel.

## II. Superior Cost Efficiency

By utilizing both Google Ads and Microsoft Ads and optimizing for relevance, we achieved performance benchmarks that exceeded the industry average for commercial lending.

### Low Average CPC

Despite the highly competitive nature of commercial finance, we maintained an incredibly low average Cost-Per-Click (CPC) of just **\$0.40** across the entire integrated campaign.

### Ad Engagement (CTR)

Our targeted ad copy successfully captured user attention, yielding high Click-Through Rates (CTR), including **11.5%** on Google Ads, **6.96%** on Microsoft Ads.

### Profitability

This combination of high conversions and low cost translated to an overall campaign ROI of over **20,000%**, confirming the instant profitability of the bespoke strategy.

## Conclusion: Beyond Basic Marketing

For AI Capital Lending, 74 Social Media & Marketing demonstrated that a bespoke strategy delivers immediate and scalable results, even when starting from zero. By intelligently integrating and optimizing multiple search channels, we provided the client with **875 pipeline entries** at an exceptionally low cost, rapidly building a core lead channel that will support their continued growth across the Northeast.