



# CASE STUDY



# About



Avex Financial Solutions offers a range of financial services tailored to meet various needs, including loans for immediate financial support, debt consolidation, travel, vehicle purchase, and more. Recognizing that not everyone has a perfect credit history but may have steady employment, Avex provides an inclusive, non-judgmental approach to lending, allowing clients to start fresh and build their credit through installment loans. This approach is designed to accommodate even those with poor credit, offering no-credit-check loans for amounts up to \$3000 for Canadian residents, emphasizing a fair and flexible policy to support clients' financial well-being.



Avex Financial Solutions adopts a compassionate and flexible repayment strategy, contrasting sharply with traditional lenders' practices. By working closely with clients to establish manageable payment schedules, Avex fosters a supportive environment that encourages long-term relationships with its clients. Currently an online-only lender, Avex is exploring the potential for physical locations in Ontario, aiming to expand its accessible and client-focused services further.



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## 1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Avex Financial sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, Avex Financial enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Avex Financial's digital presence and marketing outcomes.



## before Mediaforce

- Struggling to find consistent leads for pension plan unlocking services
- Struggling to see progress with Ads
- Strategy was to start Facebook ad campaigns to focus on informing users and targeting audiences

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## key metrics

2

Avex Financial's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of Avex Financial's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



## after Mediaforce

**\$11,891 spent**



622 leads

\$19 per lead



3,225 clicks

\$3.69 per click



1.71% click  
through  
rate



753,436  
impressions

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in 2023

\$10,328 spent



906 leads

\$11 per lead



3,586 clicks

\$2.88 per click



2.14% click  
through  
rate



662,678  
impressions