

CASE STUDY

# Digital Convo



# Who We Are

Digital Convo is a digital marketing agency specializing in growth. Our team manages successful brands worldwide, boasting outstanding results.

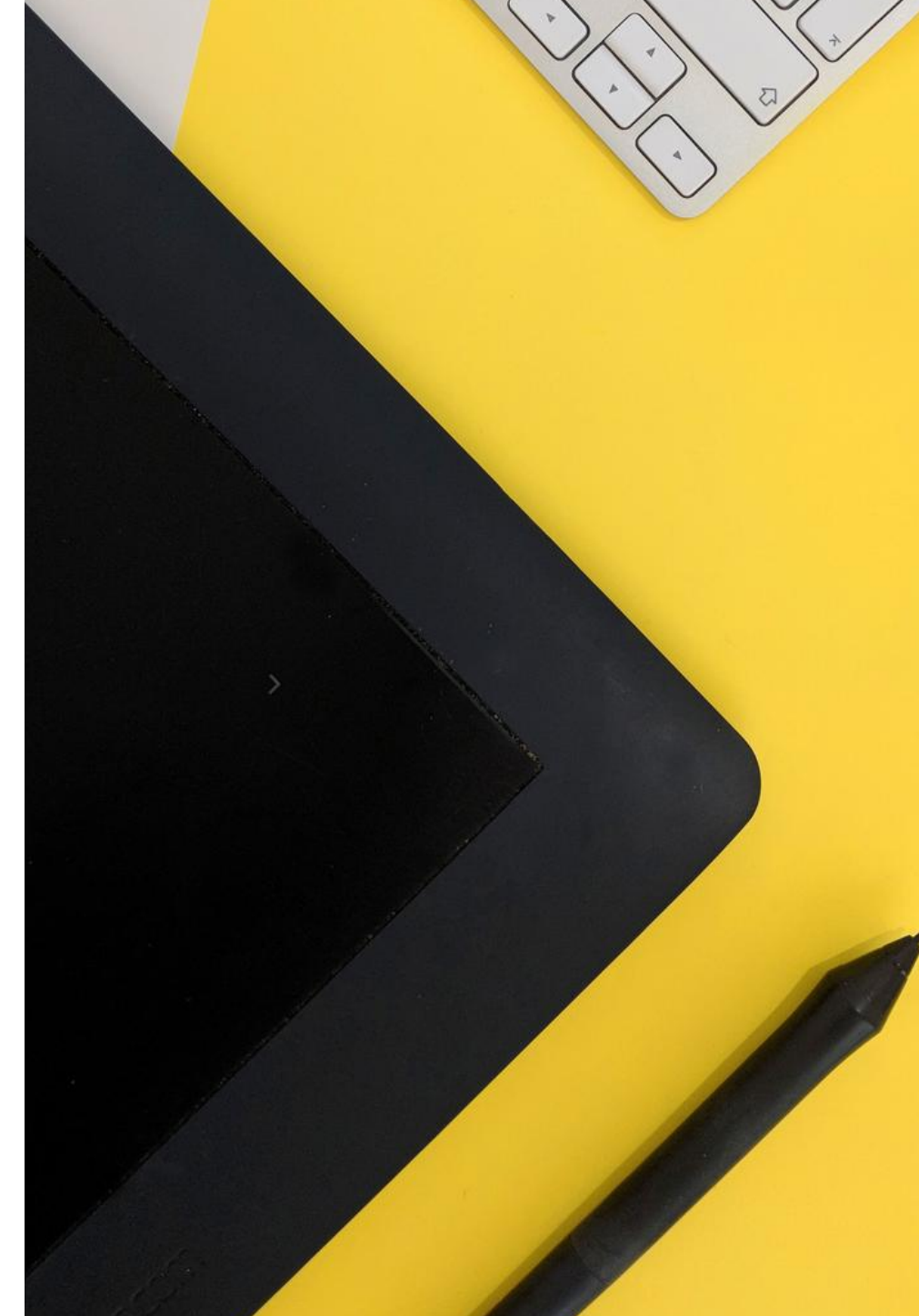
How do we do it? It's simple.

We play to YOUR strengths: optimizing your site's SEO, highlighting your message across thousands of high traffic news sites, social media platforms, and search engines.

## STATISTICS

According to Hubspot, **63% of marketers are actively investing in search engine optimization.**

Join the masses, and improve your business's SEO with our help.





# Why It Matters

Your customers are living in a world where information is rapid, reputation is key, and decisions are part of an interactive journey.

We can help take the burden off of your staff, automating systems as you scale, that help you improve your bottom line.

## STATISTICS

According to Google, over **51% of smartphone users discovered a new company or product while conducting a search on their device.**

Your Google search ranking matters. We can help put you on top.



# Case Study:

QUADRANT BIOSCIENCES



# The Backstory:

Quadrant Biosciences Inc. is an epigenetic diagnostics company dedicated to finding solutions for those with neurological disorders such as autism spectrum disorder, Parkinson's disease, and traumatic brain injury (TBI).

After the company released their first product, Clarifi ASD™, in December of 2019, they decided to raise money through Wefunder, an equity crowdfunder platform.

## THE PROBLEM?

The launch of Quadrant's Wefunder campaign began at the outset of the COVID-19 pandemic. They needed to reach and convert a specific audience of potential investors during an economic crisis, without breaking the bank.

## THE SOLUTION?

Rather than solely relying on Wefunder's audience to passively fund the offering, Quadrant utilized Digital Convo's aggressive approach of behavioral and interest-based targeting tactics to cultivate a highly receptive audience. With years of investment sales experience, our team was able to safely navigate equity crowdfunding advertising within the confines of government regulations.

We created a highly successful digital campaign that earned the company over \$1,000,000 with a 7x ROI (as of 8/20/20).



1

**Design, build, and A/B test a high converting [landing page](#) for potential investors.** Quadrant needed to walk potential investors through their sales funnel and build a captive retargeting audience.

By creating a responsive landing page, designed to qualify and lead interested audience members to Wefunder, we were able to increase conversion rates, capture visitor IP addresses, and retarget them with ads and emails.

*The average landing page conversion rate is just 2%. Retargeting is vital to reach your full potential audience.*

2

**Improve Quadrant's corporate website.** We eased the investor journey by making Quadrant's site more accessible, faster, and mobile-friendly.

This website makeover included adding an SEO-friendly blog and A/B testing page layouts, making conversion-oriented content most prominent. Our changes lowered the site's bounce rate by 25% and got visitors to spend an average of 1.5 minutes on the investor page.

*61% percent of users are unlikely to return to a mobile site if they had a problem accessing it. 40% will turn to a competitor instead.*

3

**Create winning digital ads across multiple platforms.**

By testing over 300 ads, optimizing for best performing headlines, imagery, copy and placement, we were able to achieve as high as 14% CTR on Facebook, \$0.10 CPC on Google ads, and over 800,000 video views as part of the equity crowdfunding campaign.

We also garnered over 2,000,000 viewable impressions on major news sites including NBC, MSN, and Fox by pushing traffic to a press release about the crowdfunding campaign.

*Weak ads create negative emotional responses in consumers in less than a second.*

4

**Grow & convert captive audience with engaging content.**

When it comes to converting new audiences, fresh content is key. Our strategy relies heavily on keeping your brand in front of potential investors.

Great content is what sets apart the big dogs from the dogs with no investors. We leverage highly engaging videos to keep your target audience active, and push them confidently towards a conversion action.

**64% of consumers will make a purchase after watching branded videos on a social platform.**



as high as  
**↑ 14%**

ad click through rate

**950+**

new investors

**7x**

return on investment

## The Results\*:

The results were pretty exciting. In just a few months, our strategy delivered 950+ investors who invested \$1,000,000+ with an ad spend of \$148,500.

This means, it cost an average of \$0.15 per every dollar brought in by our advertising efforts.

\*As of 8/20/20



# The Proof is in the Pudding

With the strategic guidance provided by Digital Convo, our client went from small start-up to huge traction online, and surpassed their baseline goals in just weeks.

In fact, due to our management, Quadrant Biosciences was spotlighted as one of the fastest growing Wefunder campaigns.

The moral of the story? You *could* wait for potential investors to find you, or use boilerplate advertising that wastes your ad spend, but why would you want to? We are here. And we are ready to target the right audiences, with the best messaging, on the highest converting platforms, for YOU.

Let's blow up your crowdfunding campaign.

Schedule a call today.







**Work  
With Us**

[SCHEDULE A CALL](#)

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