

Fincent generated \$150k in pipeline with \$65K spend in less than a quarter through Meta ads & Google competitor campaigns.



Fincent is the book keeper of modern times. Fincent brings financial and accounting services together thereby simplifying the bookkeeping process and delivering a complete financial hub for SMBs. They also offer an AI-powered finance team with a real-time dashboard to manage all the finance functions from banking and invoicing to financial projections, budgeting and more.

Fincent hired TripleDart to pilot their Performance Marketing efforts over Paid channels. We started with a **SWOT Analysis backed by data from big players in the Accounting realm, Competitor Landscape, Fincent’s ICP and Geographical stretch**. Based on the insights gathered, Google and Meta were identified as the most promising channels for penetration.

We experimented Paid Search with **multiple campaigns and identified the niche value prop that leveraged better conversion**. This helped us to tone down on the supplement features of Fincent and tailor our messaging to position only the key offerings that were in high-demand.

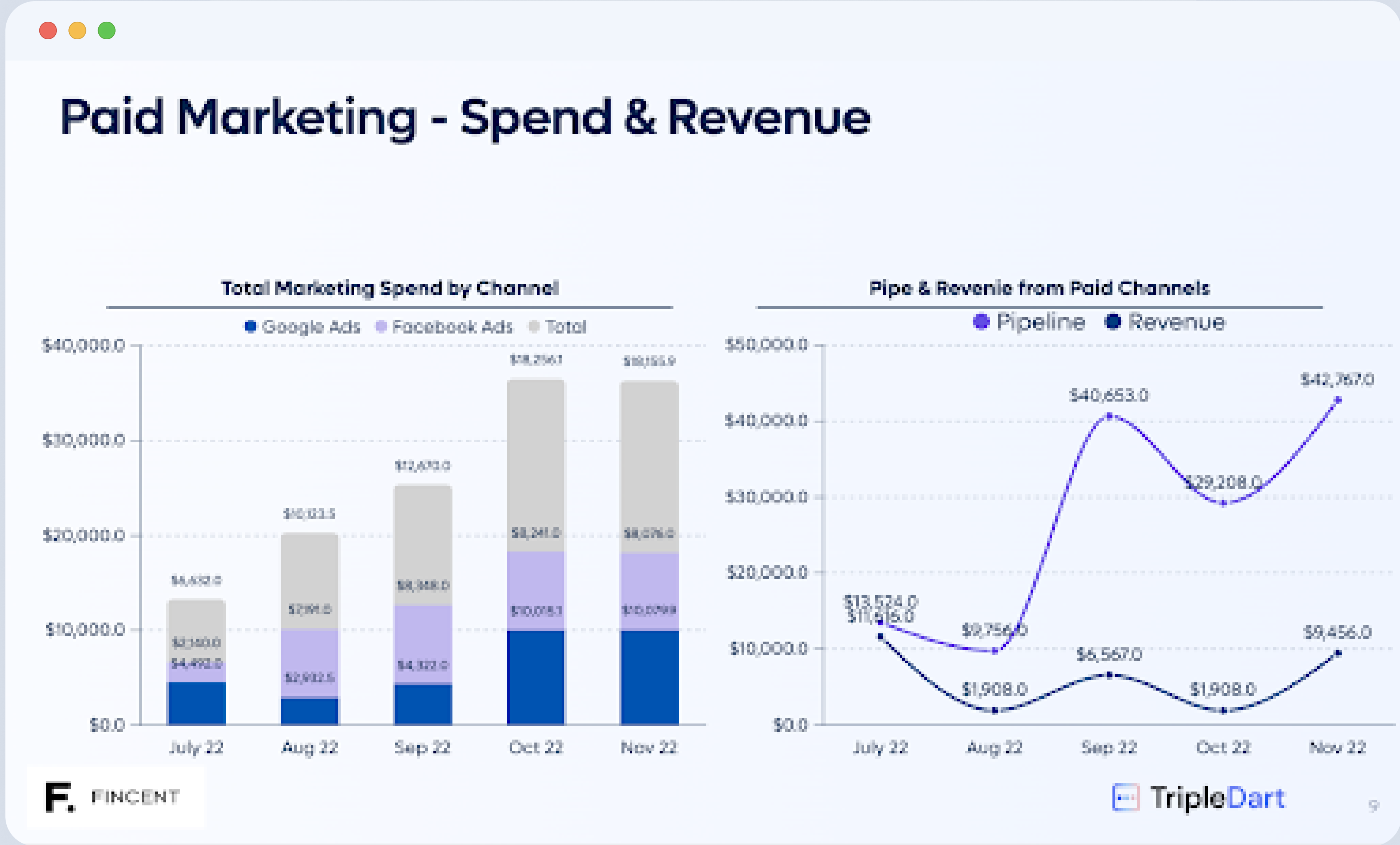
In terms of Paid Social, every campaign added fuel to the pipeline. However, the lead to conversion ratio was not great on some. This happened because these copies had highly-competitive keywords. TripleDart pitched in with a **gap analysis here and changed the strategy to include long-tail, low search volume terms**. This pulled a predictable volume of demos and increased the demo to conversion rate as well. As a result of our efforts, Fincent witnessed a 5x increase in SQLs while also reducing their CPC by one-third.

How we did it:

- Swapped highly competitive keywords with long-tail, low search volume terms
- Tailored messaging positioned based on usecases
- Landing pages were revamped to include key value props & frictionless forms
- Email & Text nurturing flows were created with qualifying questions to reduce no-shows
- Generate Contacts via Native lead gen or demos at half the spend

“We were in the lookout for a full stack agency that would build the Performance Marketing function for Fincent. Given our Payback period and ACV, leveraging the most with minimal spend was crucial for us to scale. Besides setting up our Performance Marketing efforts, TripleDart also took over adhoc initiatives like setting up the tool stack and building workflows for us. The team is known for their ownership, responsiveness and sincerity. We’d love to refer TripleDart to any early-stage company that is in need of a full-stack agency.”

HRUSH BHATT  
Co-Founder



RESULTS

\$150K  
in Pipeline and \$45k in revenue with \$65k spend.

5x  
Increase in SQLs

50%  
Increase in conversions

3x  
Cutback on CPA in less than two quarters

4x  
Increase in Demos booked