

# Drive Agency Obliterates Client's CPL Expectations and Generates High-Quality Sales Leads for **Hipstr**

## The challenge...

Hipstr Photo Booth provides a Nationwide selfie-booth service for events ranging from weddings to large corporate Holiday parties. Hipstr needed to increase leads from both B2C and B2B prospects and keep cost-per-lead below \$30.

## How we did it...

We developed and executed a marketing strategy using Google Search Ads and Facebook Ads to target people by both life events and search queries then drive them to a series of landing pages which were relevant to the type of ad and service they engaged with.

We designed, developed and deployed high-converting landing pages to capture and convert the traffic. All landing pages were mobile responsive, fast-loading and designed with conversion rate optimization best practices.

The client started receiving high-quality, exclusive leads the very first day we launched their campaigns.

Today, Hipstr is generating exclusive leads for their sales team at \$15 cost-per-lead; each-of-which can potentially be worth \$1,500 - \$3,000 in revenue per lead!!



"Drive Agency developed an amazing lead generation system for us on social media. Now, we're getting targeted traffic to our website, high-quality leads and our sales team is very happy!"

Mike McIntosh

Hipstr Photo Booth

## The Results

**\$ 15** CPL

We achieved a cost-per-lead that crushed client expectations

**3.5 X**

The industry standard conversion rate

**100's**

Of B2B and B2C leads generated for Hipstr's sales team



A very happy sales team