

Big-brand results without the big-brand budget.

How regional and independent businesses outsmart national banks, chains and industry giants in the same ad auctions.

2.7×

the finance industry click-through rate

87%

lower cost per click than the finance average

60%

below the industry cost per conversion

3×

the LinkedIn sponsored engagement benchmark

Four paid strategies, four wins

Q3 2026 vs Q2 · credit union: 12 months

CREDIT UNION · OFFER-LED SEARCH

Out-clicking national banks for less

Member-reward offers and product campaigns for checking, mortgages and cards, in auctions against national banks and finance sites.

26.08%

click-through rate vs. 9.83% finance average

\$0.44

avg. cost per click vs. \$3.39 finance average

179K

clicks in 12 months

-\$8.5K

annual spend vs. the prior year

WELLNESS CLINIC · CONVERSION BUDGETING

Every dollar goes where it converts

Service-based campaigns, with budget shifted weekly toward the services that book, against regional and national chains.

+364%

conversions, 32 to 148 in one quarter

\$26.66

per conversion vs. \$67.36 industry average

\$2.12

avg. cost per click vs. \$6.17 industry average

\$13.05

per conversion on the top campaign

B2B AVIATION · HIGH-INTENT KEYWORDS

Owning the searches buyers actually make

Brand and specialty-service keywords that large competitors overlook, instead of costly broad industry terms.

14.38%

CTR on brand keywords

2.8×

the CTR of the broad industry term

7.23%

CTR on specialty repair keywords

4.57%

overall CTR, up on flat spend

B2B RAIL · LINKEDIN ADS

Reaching decision-makers the giants court

Sponsored content targeted to plant, logistics and rail leaders, backed by an organic program that keeps the brand visible.

1.5%

sponsored engagement vs. 0.5% benchmark

36×

LinkedIn impressions, ~470 to 17,003

9.7%

organic engagement, top quartile for B2B

2×+

follower base in a single quarter

How we compete with bigger budgets

Offer-led ads · lead with what giants can't match

Local targeting · win the market you serve

Budget follows results · shift spend weekly

Conversion tracking · GA4 and GTM, end to end

Precise keywords · high intent, tight negatives

Landing pages · built to turn clicks into leads

Benchmarks: WordStream 2026 Google Ads Benchmarks (Finance & Insurance; Health & Fitness); LinkedIn ads 0.5%.

Let's maximize your opportunities.

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