



**YOUR PERSONAL WORKFORCE**

PERFORMANCE BASED MARKETING



**UNIVERSAL  
COMMERCIAL  
CAPITAL**

[universalcommercialcapital.com](http://universalcommercialcapital.com)

# Universal Commercial Capital

## Executive Summary

SEO, Google AdWords pay per click ads, Facebook ads, email marketing, telemarketing. Strengthen the brand online, reach out to a new pool of clients and get email leads and telephone calls with inquires for specific loan programs.

## Challenges

Main challenge was the difficult and very expensive real estate and lending industry. Competition is fierce and spending limits are almost unlimited in pay per click campaigns.

## How Product Helped

Perfect optimization of on page SEO, great targeting and re-targeting through Google Adwords, Facebook ads, we were able to bring in business and over 60 direct inquiries per month. Even with the budget that's under the suggested for the industry our client was able to land exclusive deals and get real applications. Our direct competitors for this campaign were private banks, huge real estate institutions but we were still able to keep the budget to what we consider a normal range per click.

## Results, Return on Investment and Future Plans

Our client went from not having any pay per click campaign results in the past, to having a strong PPC present through multiple channels, email marketing server, youtube ads, sales support that brought in 65 deals on a monthly basis through our marketing channels. SEO visits were increased by 200% up to 2K visits per month in the last month.

Default Channel Grouping		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
Sept 2019 - Feb 2020		44,021 % of Total: 100.00% (44,021)	44,234 % of Total: 100.00% (44,232)	51,581 % of Total: 100.00% (51,581)	85.71% Avg for View: 85.71% (0.00%)	1.29 Avg for View: 1.29 (0.00%)
1.	Referral	27,179 (61.21%)	27,086 (61.23%)	30,259 (58.66%)	88.52%	1.14
2.	Display	8,065 (18.16%)	8,067 (18.24%)	10,454 (20.27%)	87.65%	1.25
3.	Direct	7,184 (16.18%)	7,180 (16.23%)	8,249 (15.99%)	80.42%	1.63
4.	Organic Search	1,631 (3.67%)	1,576 (3.56%)	2,213 (4.29%)	61.32%	2.18
5.	Social	219 (0.49%)	210 (0.47%)	256 (0.50%)	65.62%	1.71
6.	Paid Search	121 (0.27%)	115 (0.26%)	138 (0.27%)	69.57%	1.99
7.	(Other)	1 (0.00%)	0 (0.00%)	12 (0.02%)	50.00%	2.67

Great campaign that make the phone ring. Simple and straight forward setup, fast turnaround time and great optimization with little instructions.

Eric , CEO

