DISRUPTIVE

Case Study

From $19K Leads to Profitable Growth

How a Financial Services Brand Leveraged Signal Strategy

Initial Business Situation

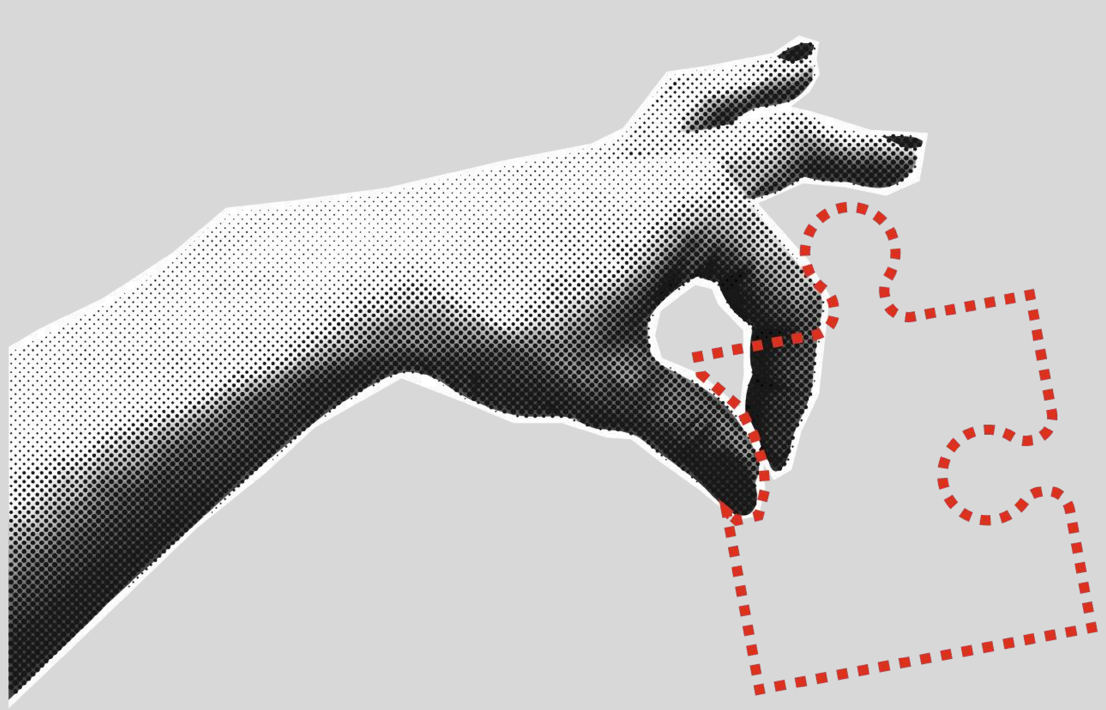
A leading financial services company was facing a major obstacle to scale: their cost per qualified lead (A-tier) had ballooned to over $20,000, making profitability nearly impossible.

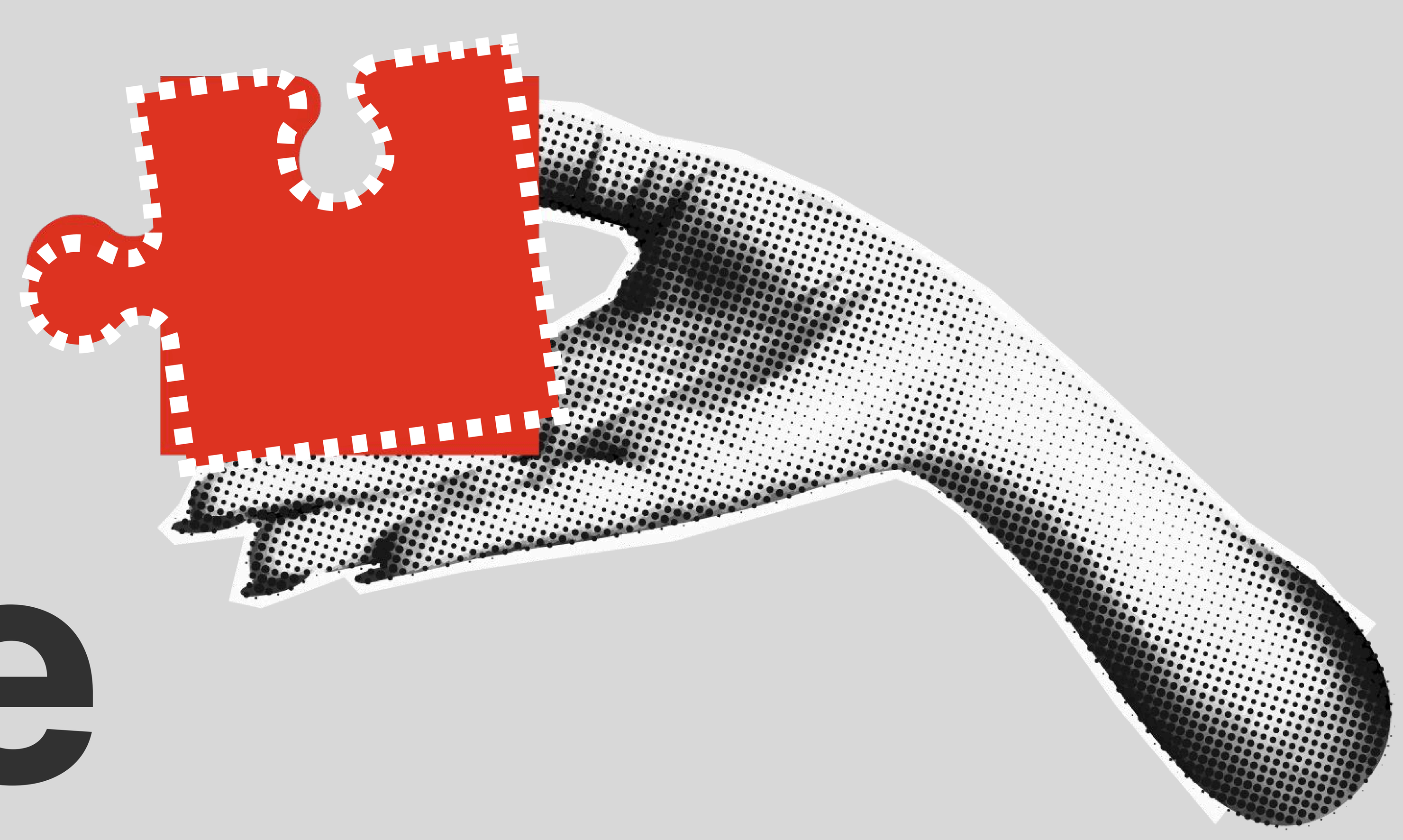
Despite strong volume, lead quality was poor—most were unqualified, low-value prospects. Attempts to scale just amplified the problem.

Emotional State

The marketing team knew they were wasting budget. But with limited visibility into the why, they were stuck.

Pressure was building from leadership, and confidence in the digital strategy was fading fast.





The Challenge

The Solution

Discovery Phase

As part of our signal strategy assessment, we quickly identified the issue: the algorithm was optimizing for volume, not value.

Low-quality conversion events and unqualified user behavior were misleading Google into scaling the wrong traffic.

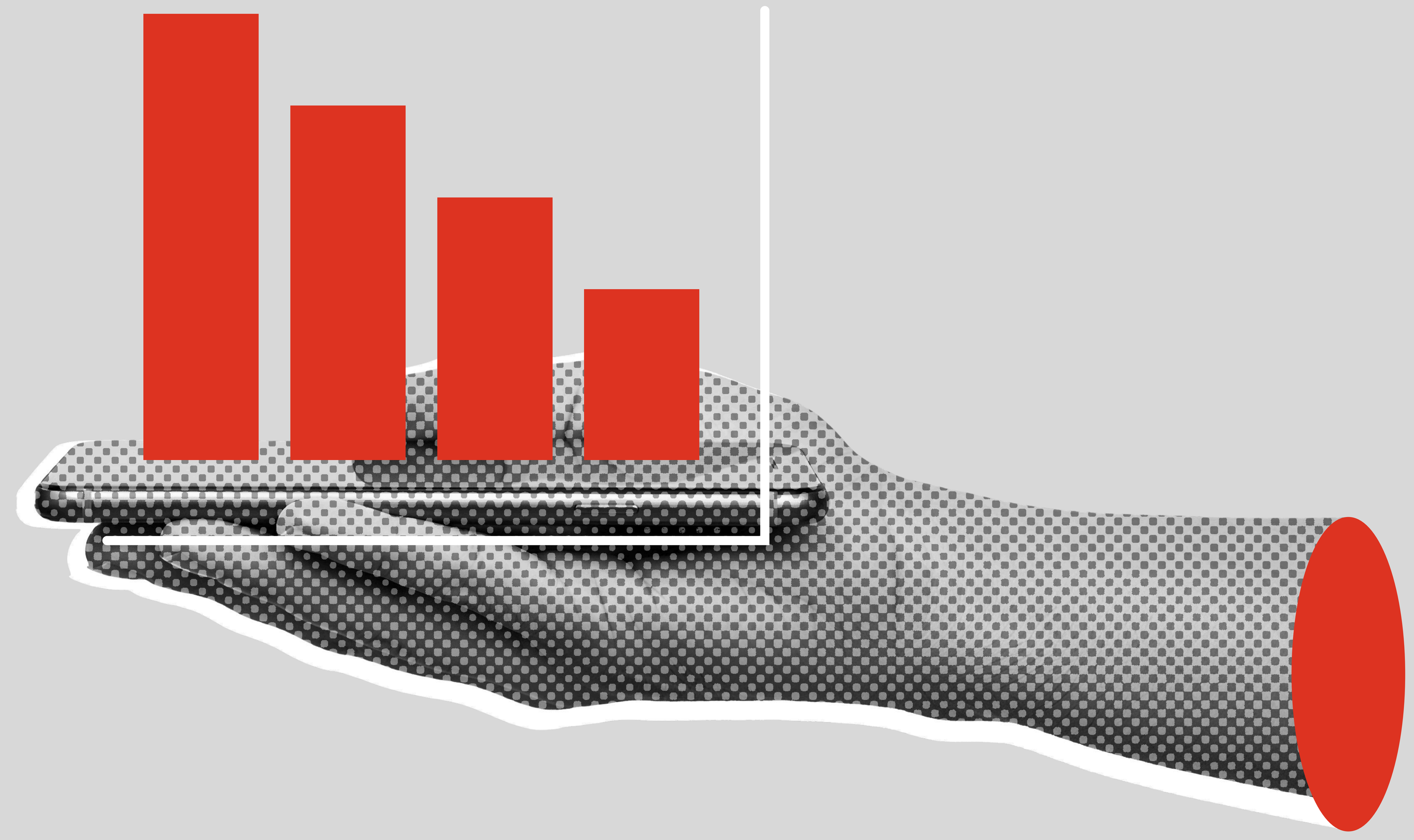
Implementation

We applied our proven approach:

- **Filtered conversion signals** to remove low-income, low-value behaviors.
- **Retrained the algorithm** with clean, high-quality feedback loops.
- **Protected scale** by keeping volume stable while refining targeting.

This wasn't guesswork. This is what strategy looks like when you understand how signals shape outcomes.

The Results



What Improved

~~$19,049~~

$5,173

Cost per A-tier lead dropped

Lead volume increased slightly from 45 to 50 high-quality leads per month

ROAS and profitability significantly improved

"We'd spent years trying to scale without breaking profitability. Disruptive didn't just fix the cost — they rebuilt the engine."

— Marketing Director, Anonymous Financial Services Brand

Emotional Impact

Confidence is back. The team now knows they can scale profitably without compromising on quality. Leadership is aligned, and the growth plan is clear.