



How We Used Testing & Data to Propose a Change in Paid Media Strategy & Increased Subscriptions by 3,500%

Payce Pays, is a cash back program designed to help users achieve their financial goals. Their rewards program is innovative and doesn't require users to remember a membership number or apply for a new card. Payce helps their members earn real cash back, not points, by using their own credit and debit cards when they shop at stores they know and love.

In the beginning, Payce Pays partnered with B Squared Media to increase signups for their cash back program. While they had a lot of traffic to their website, their conversion rates were low. For instance, Instagram began with a 3% conversion rate, while Facebook drove about 97% of their social media conversions.

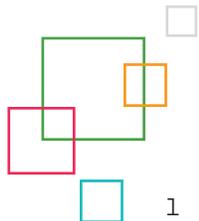
Payce wanted us to solve two problems:

1. Why were they losing people in the funnel before conversion? And how can they capture more conversions/sign ups?
2. Decrease their CPA (cost per acquisition) to four dollars or less per sign up.

Through testing, B Squared Media found several insights regarding Payce's conversions, bounce rates, and program purchases. B Squared Media also uncovered their competitors were spending ten times more on their digital advertising.

How we made it work

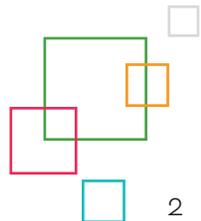
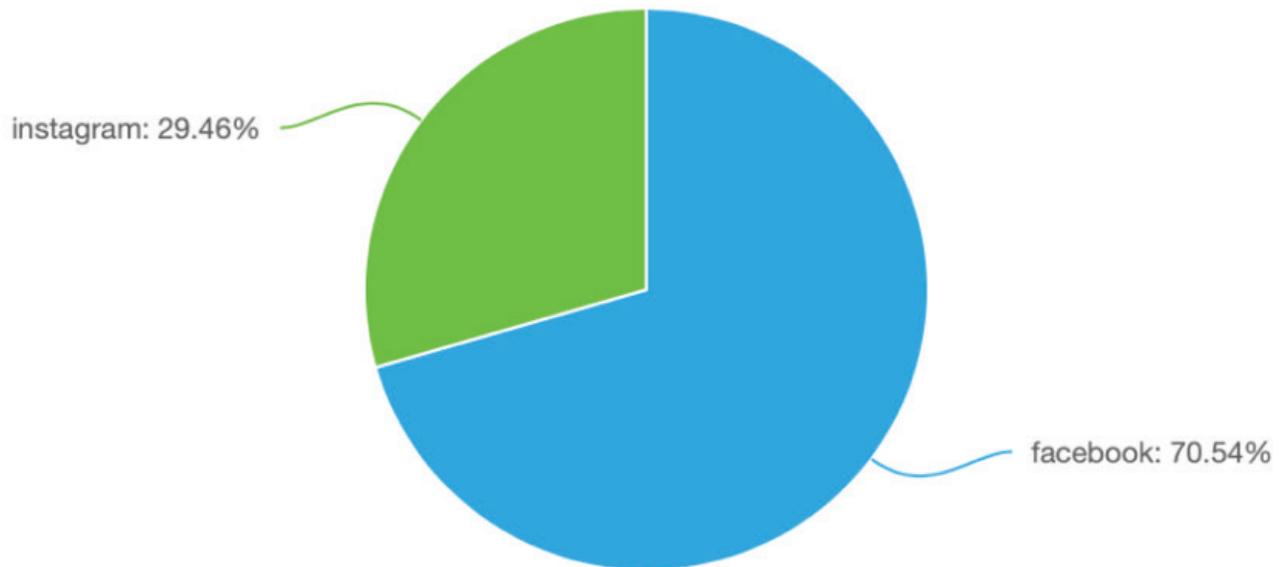
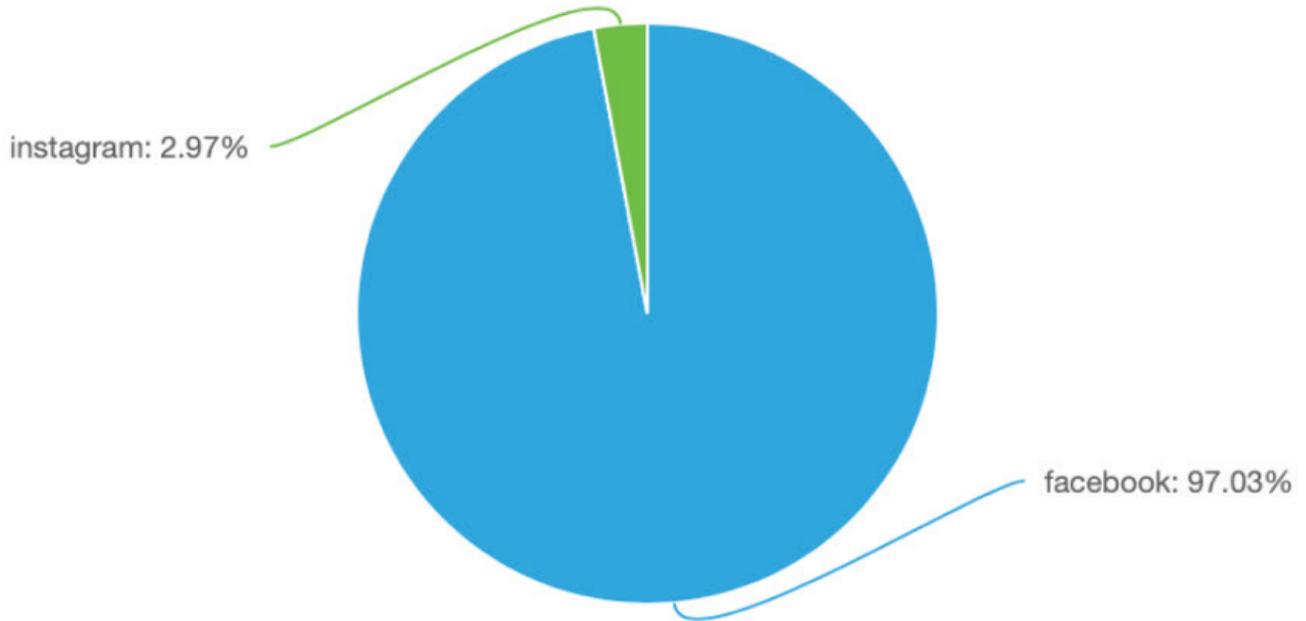
- **Provided consistent optimizations to campaigns on a weekly basis.** B Squared Media's team optimized campaigns - watched the data closely - and were able to grow signups significantly from 142 to 5,068 per month (a 3,569% increase).
- **Created personalized, regional campaigns.** We analyzed Payce's data, and personalized campaigns that would target regions based on engagements during the test period. After launching the regionally targeted campaigns, we saw a huge increase in signups and a decrease in CPA by 82%.
- **Decreased Bounce Rate:** We reduced the bounce rate to Payce's landing page by suggesting changes and implementing items not seen on their competitor's sites.



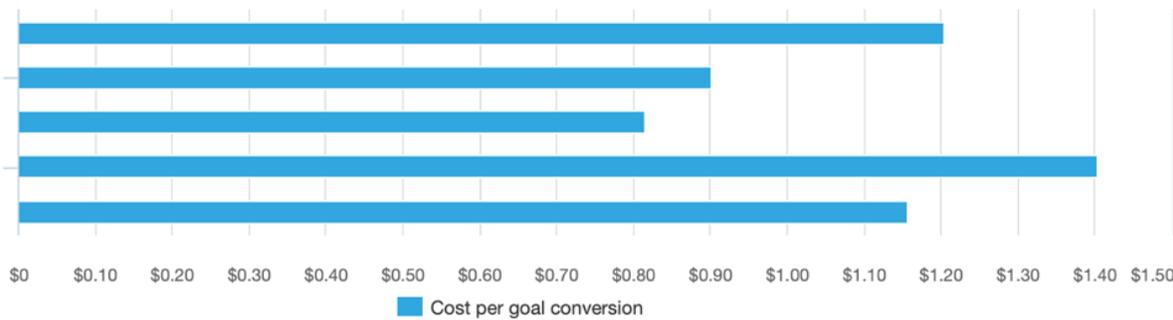
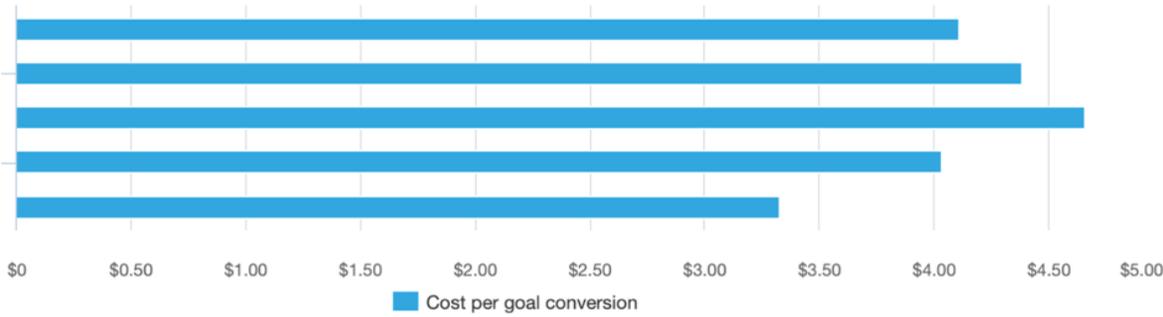
Results

Since starting paid media management with B Squared Media:

- Instagram conversions went from 3% to 29%.



■ We decreased overall cost per acquisition (CPA) from \$8.20 to below \$1.50.



■ Our team decreased overall Bounce Rate from 66% to 29%.

Bounce Rate

66.65%



Bounce Rate

29.82%



"B Squared Media's impact on our social-media engagement has been huge. We've been able to grow our user base by more than 50,000 members since the team has been working on our account. It's great to have a trusted resource behind both our paid media spend and our organic outreach."

Nicholas Ziegler

Manager, Marketing and Brand Strategy at Payce

Ready to Think Conversation with B Squared Media?

A simple hello can lead to a million things.
bsquared.media | info@bsquared.media

