

## CASE STUDY

# How Factor One Marketing used YouTube to double BNA Debt Solutions' ad conversions



“Factor One Marketing has been great about taking our small advertising budget and making the most of it on Google and YouTube. Our business has definitely grown, and there's no way we could have gotten to the point we're at without them.”

**Gerri Nykyforuk**  
Manager and Team Lead,  
BNA Debt Solutions



**103%**

increase in ad conversions

**96%**

increase in conversions based on brand name

**40%**

decrease in overall cost per conversion

What We Provided

## A cost-effective YouTube ad campaign

- Comprehensive research targeted high-value keywords
- Bespoke ads engaged audiences
- Ad sequencing reiterated core messages
- Platform expertise to navigate tight restrictions

# The Client

## BNA Debt Solutions



**INDUSTRY**  
Financial



**LOCATION**  
Canada

BNA Debt Solutions has been helping local Albertans overcome their debt for over 25 years. As Licensed Insolvency Trustees who specialize in Consumer Proposals and Assignments in Bankruptcy, BNA Debt Solutions is able to negotiate legally binding contracts with creditors so that their clients can reduce their debt and move forward with their lives.

# The Challenge

## Building a brand amid heavy ad restrictions

As the manager and team lead at BNA Debt Solutions, Gerri Nykyforuk's biggest mission is to help people deal with their debt. But she couldn't do that if no one knew what BNA was or how to find them online.

Because Google places heavy restrictions on the debt servicing industry, Gerri was in dire trouble. Communicating why BNA wasn't just another debt counsellor was already hard enough. Google's policies wouldn't let her use certain keywords or remarket to previous visitors.

With a limited budget and resources, building a respected online brand looked hopeless. To succeed, Gerri needed a partner with unparalleled knowledge of Google who would take the time to understand her business and forge a way forward. Fortunately, Gerri knew just the right person for the job.

“

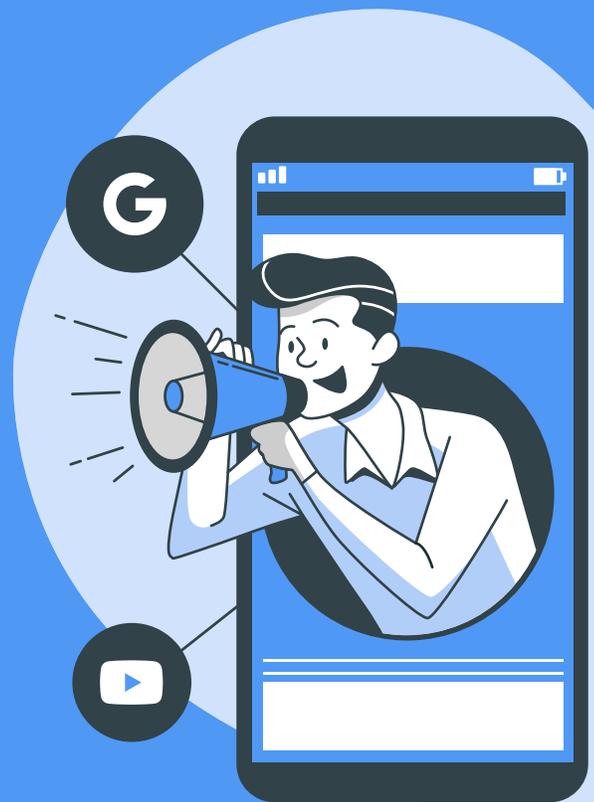
“Advertising on Google has been a nightmare for a long time. Our hands were tied. We're a small company and not that savvy with internet marketing. We had to trust someone who knew what they were doing, and someone who was a lot more creative than us.”

## The Solution

### A marketing agency that never backs down

For years, Gerri had trusted the team at Factor One Marketing to handle web services for BNA, but their marketing expertise on Google and YouTube coupled with their innovative thinking made them the perfect solution to her predicament.

As certified Google partners, Tyler and his team began petitioning Google to loosen ad restrictions on BNA, but they weren't going to just sit back and wait. Because debt solution services is such a competitive industry and cost per conversion was so high, they saw a unique opportunity for BNA to establish its brand through YouTube advertising.

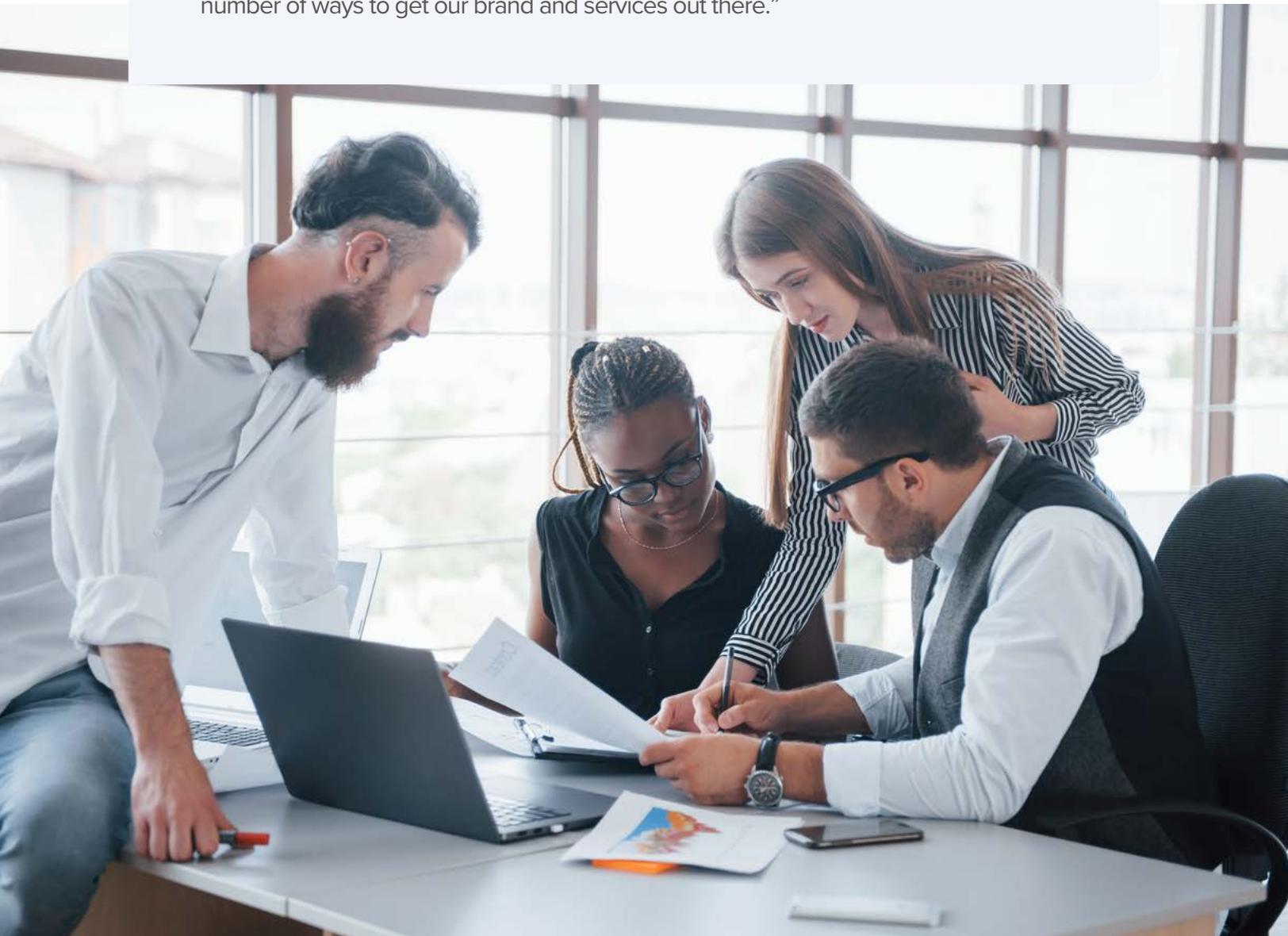


Using its network of marketing experts, Factor One Marketing crafted a video advertisement that not only explained one of BNA's most valuable services but also emphasized brand related keywords over more expensive generic ones. And it did it all within BNA's budget and Google's restrictions.

Since remarketing wasn't an option, Factor One Marketing used an approach called ad sequencing to tell a story to viewers based on their engagement with previous ads. This was also in addition to helping Gerri gain traction on other Google services, like building up over 100 Google reviews.

“

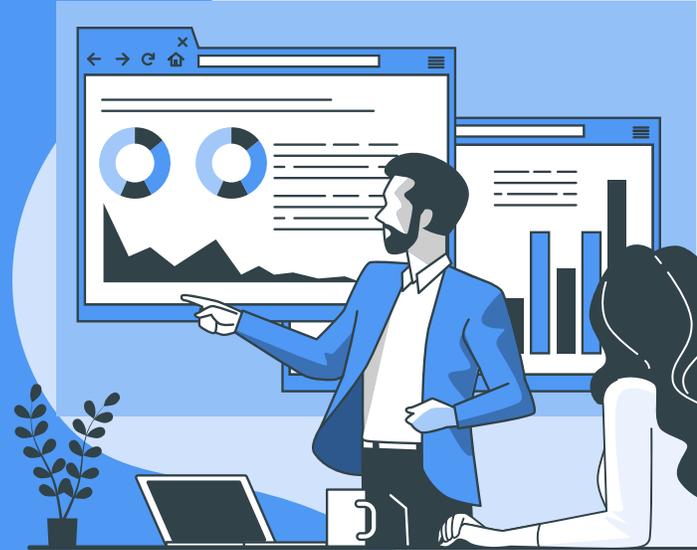
“Tyler and his team really went to bat and fought for us. They got really creative in a number of ways to get our brand and services out there.”



# The Result

## Doubled conversions at a significantly lower cost

Thanks to Factor One Marketing, BNA Debt Solutions' YouTube advertising campaign is an enormous success. In a matter of months, total ad conversions doubled, and conversions based on branding keywords were up 96 percent. What's more, Factor One Marketing was also able to reduce the cost per conversion by 40 percent.



Thanks to comprehensive reports provided by Factor One Marketing, Gerri is able to see that nearly one hundred thousand people within her YouTube target audience were watching the ads, and 35 percent of them were watching the entire ad, resulting in much higher quality leads. At the same time, Factor One Marketing was also able to help finally get BNA Debt Solutions certified on Google so they could advertise more effectively.

The impact this has had on Gerri and her team is transformative. Despite being a small business, BNA is now able to compete against companies several times its size with just a fraction of the advertising budget. It's just another success in a long partnership between Factor One Marketing and BNA Debt Solutions.

“

“Those conversions were huge for our business. If we wouldn't have had this marketing plan our numbers would never have grown the way they have.”

# Get the most out of your Google advertising dollars.

Choose a partner that's in your corner no matter what.

Contact Us →

