

# How CreditStacks drives growth on LinkedIn with outstanding cost efficiency



**CREDITSTACKS** ⚡ Location: San Francisco, CA | No. of Employees: 30 | Industry: Financial Services



“With LinkedIn’s powerful targeting capabilities, we don’t spend our marketing budget to reach an audience that won’t find our message relevant, or benefit from what we offer. We’re reaching our customers.”

**Tal Nissenon**  
VP of Marketing, CreditStacks



## Challenge

- CreditStacks solves a real problem, marketing a premium credit card for high-potential, new-to-credit applicants who are often rejected by major U.S. card companies due to their lack of history. The challenge lies in finding this highly specific audience and communicating their unique service.
- The company viewed targeted advertising through LinkedIn as a good option to reach its potential customers, but as a growing startup, CreditStacks needs to be very deliberate and discerning with ad budgets.



## Solution

- After some internal back-and-forth, CreditStacks decided to launch its first two LinkedIn campaigns in May of 2019. With a few tweaks and adjustments, they started to see signups roll in at a steady rate.
- “LinkedIn is exactly where our target audience spends time, and it enables us to segment them in very specific ways,” says Tal Nissenon, VP of Marketing.
- LinkedIn products used include:
  - Video Ads
  - Sponsored Content
  - Website Retargeting



## Results

- With a very performance-oriented marketing strategy, CreditStacks prioritizes Cost Per Acquisition (CPA) as a primary KPI. On this front, LinkedIn has delivered exceptional results, even as their efforts have scaled up.
- “Usually, CPA will increase as you increase reach. As you test new formats and more, you expect to see an initial drop in overall performance,” Nissenon observes. “With CreditStacks’ LinkedIn campaign, however, we managed to increase our number of new customers from June to July of 2019 by 150% — all while keeping the CPA the same. This is every marketer’s dream!”

Increased new customers by

# 150%

in one month with a steadily efficient CPA

## The big turning point

- Nissenson explains that when they began running their initial campaigns, CreditStacks saw strong results in terms of click-throughs, but they weren't receiving a lot of signups. They quickly pivoted away from directing traffic to the company's homepage, instead creating a conversion-optimized landing page with a quick signup form.
- "This was a big turning point for us," she says. "We immediately started seeing signups come in."

## An eye on ad spend efficiency

- CreditStacks is in a growth position where scrutinizing every dollar spent is essential, but ad budget efficiency should be a goal for businesses of any size and age. So anyone can take a page from this startup's proactive strategy for optimization. For example, they ran 27 different sets of images and text for their Sponsored Content campaign to test extensively.
- "We measure everything," Nissenson explains. "We are always pausing to review the data, reflect, and make adjustments as needed."

## Boosting results with retargeting

- One other ingredient that has helped propel CreditStacks' LinkedIn strategy is the incorporation of retargeting, which enables them to serve ads to members who have visited their website in the past.
- Capitalizing on brand familiarity in LinkedIn's contextually relevant environment has been a big win, according to Nissenson. "We are also retargeting users on other channels, but the performance on LinkedIn is markedly superior."



"LinkedIn has been a reliable, stable source of quality leads for us, driving substantial customer growth for our business on an efficient CPA."

**Tal Nissenson**  
VP of Marketing, CreditStacks