



Clever Zebo Drives Thousands of High-Quality Leads From Scratch for Seed-Stage Startup

CLIENT: Coast, a fuel card for small & medium fleets

Clever Zebo was charged with conceptualizing and launching the digital ads program for the Coast Business Visa® Fleet Card.



The Challenge:

- New, unproven brand with no advertising history
- Substantial competition, including several well-established players
- Reach and convert decision makers at an efficient cost per lead

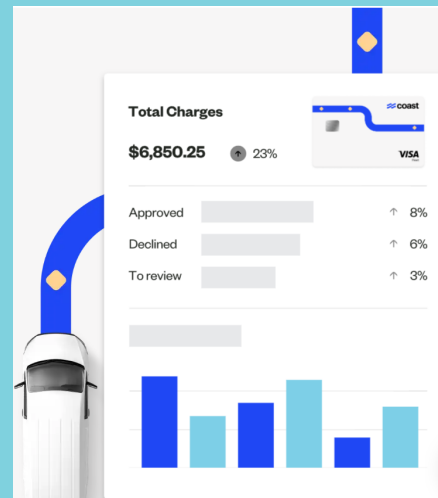
The Story of Coast

Coast is the simple, all-in-one fleet and fuel card that helps businesses easily pay for and track vehicle expenses.



Built on a modern financial services platform, Coast is a new player offering a smart Visa to small and medium fleets.

Coast initially hired Clever Zebo to develop an online marketing strategy and launch its advertising program. Within four months, Coast saw thousands of qualified leads from its robust new ad campaigns across several platforms, coming in at a very appealing cost per lead.



38% Improvement in CPL (Cost Per Lead)

Clever Zebo reduced Cost Per Lead by 38% while boosting overall lead volume 10x over a five-month period. We grew the Coast advertising investment by 522% while generating considerable demand.

10x Lead Increase

- Instituted robust A/B testing program
- Installed tracking from click to lead, all the way through to the final sale
- Tested 4 ad platforms

50% Improvement in CAC (Customer Acquisition Cost)

Employing meticulous audience testing, demographic targeting and expert bid management, Clever Zebo steadily improved campaign efficiency.



70% Improvement in Conversion Rate

Google Ads conversion rate improved by 70% during our first test-and-learn sprint.

Our Facebook Ads optimizations yielded 4x more customers while increasing spend just 25% over a three-month period.

How we did it:

- Rigorous image ad A/B testing
- Dynamic lookalike audience targeting via HubSpot & Facebook integration
- Proprietary strategies led to significantly improved lead quality

4x More Customers

Summary of Results

Thousands of high-quality leads generated.

On the heels of this promising customer acquisition program, Coast raised \$27.5M in Series A funding.

Tremendous improvement in CAC and CPL as Clever Zebo acted on emerging data, A/B tested and optimized campaigns.



“Clever Zebo has been great to work with, both responsive and savvy.
I’m grateful to you for getting our business to this stage.”

Alek Grinberg
Head of Growth, Coast

[Clever Zebo](#) is an online marketing agency in San Francisco, specializing in paid ads management, SEO, web design and A/B testing. Want results like these? [Contact us](#).