

The Market

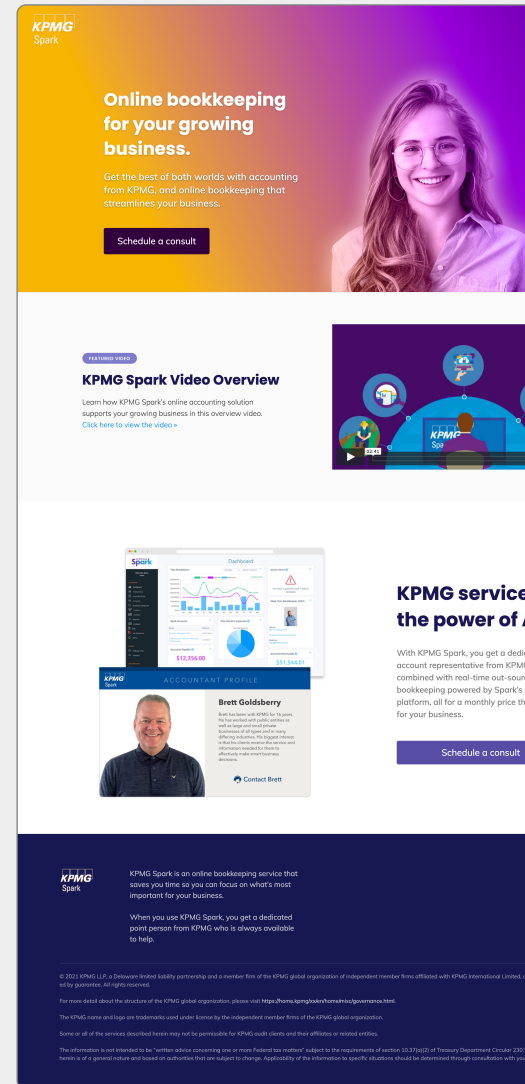
There are two worlds that exist in the market of bookkeeping solutions: SaaS and dedicated bookkeepers or independent contractors. Both alleviate small businesses who are having to focus their limited resources on bookkeeping (especially during tax season) instead of putting their time into scaling their business and focusing on what matters most—making money.

Each of these solutions, by themselves, don't offer what a small business really needs. KPMG Spark offers, at an affordable price, the benefit of an easy-to-use and intuitive interface SaaS with the hands-on customer service of an assigned bookkeeper.

The Challenge

Before partnering with Disruptive, KPMG Spark was unable to reach the vast majority of their customer base. As a subsidiary of the accounting giant KPMG, they were relying almost entirely on those resources for referrals and contacts that were not allowing them to truly scale.

They knew they needed to cast a wider net and improve their nearly non-existent online presence if they wanted to grow their business and make their stakeholders happy.



KPMG the best of both worlds with accounting from KPMG, and online bookkeeping that streamlines small businesses.

The Solution

In June of 2019 & after an extensive search, KPMG Spark made the decision to partner with Disruptive and is now going on **26 months**. The two driving factors in our long-standing partnership stems from **great results and a great relationship**.

They were new to paid media so all of this was built from the ground-up. Here is an overview of the results over the past 26 months between both LinkedIn and Facebook.

Leads attributed to media:

4,675

Leads closed:

~374

Average retention per lead:

15 months

Average close rate:

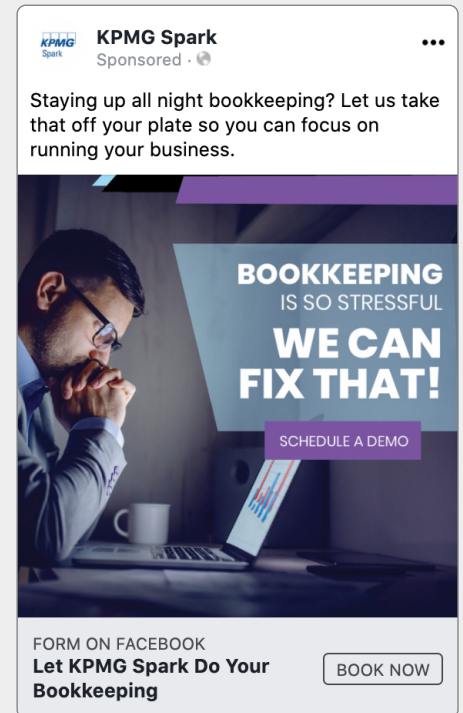
8%

Average revenue

~\$1.4 million

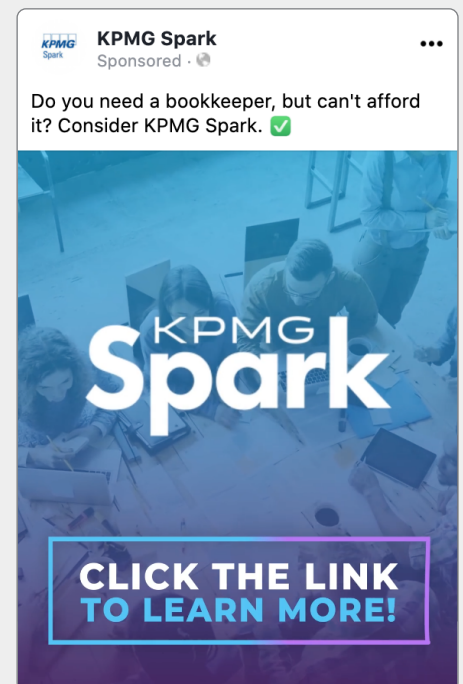
Average ROI

2x



Facebook ad

Leads: 129 | CPL: \$20.83

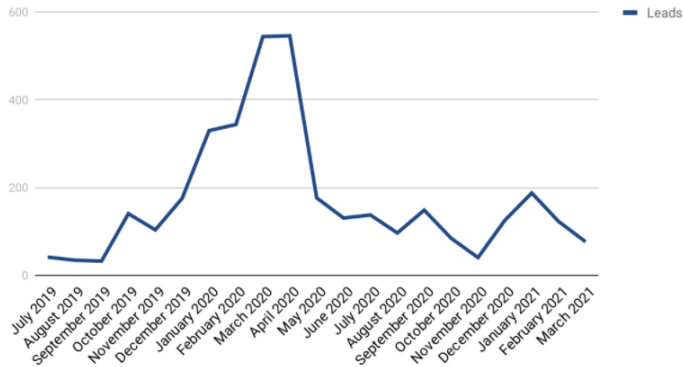


LinkedIn ad (video)

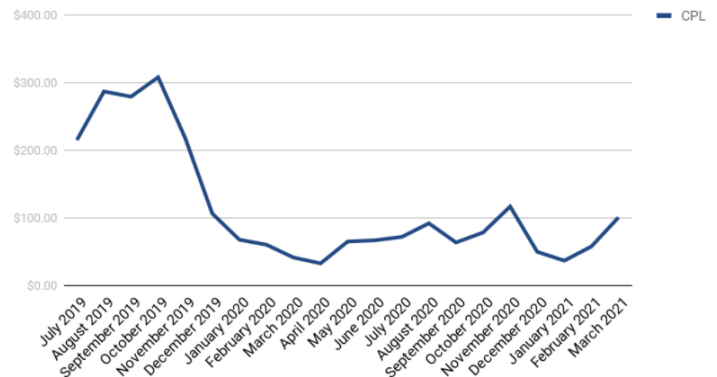
Leads: 110 | CPL: \$83.67

Facebook Results

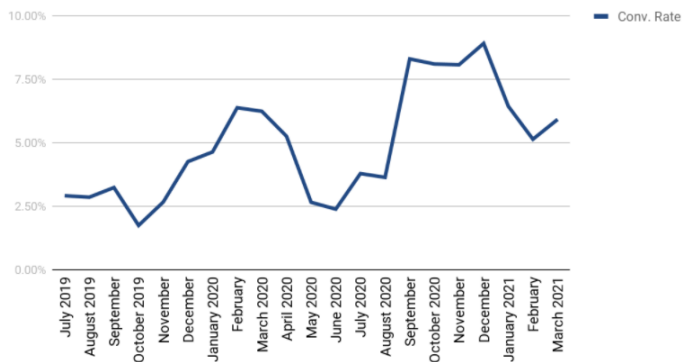
Conversions



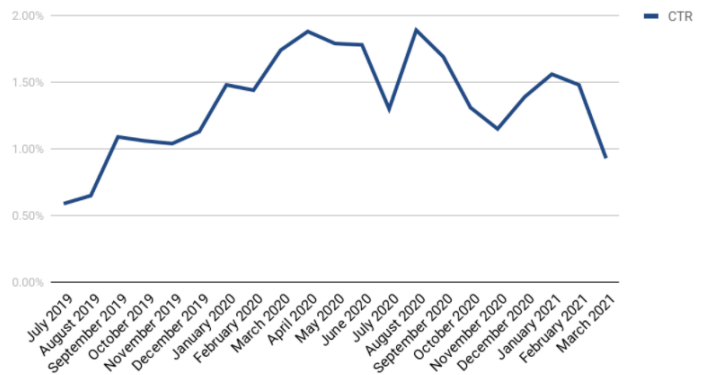
Cost Per Lead



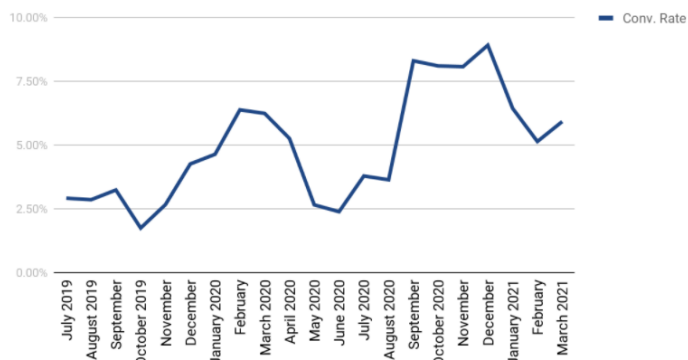
On-Platform Conversion Rate



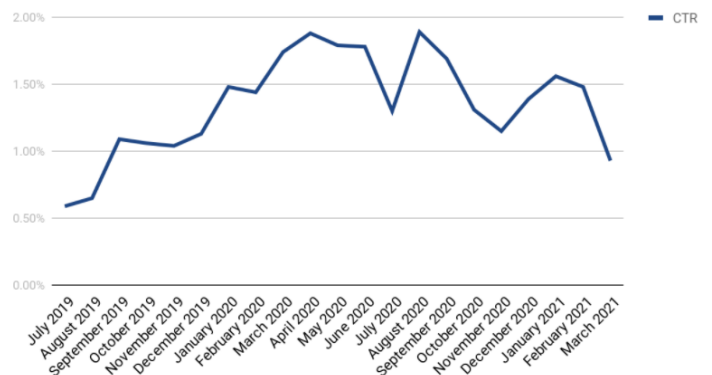
CTR



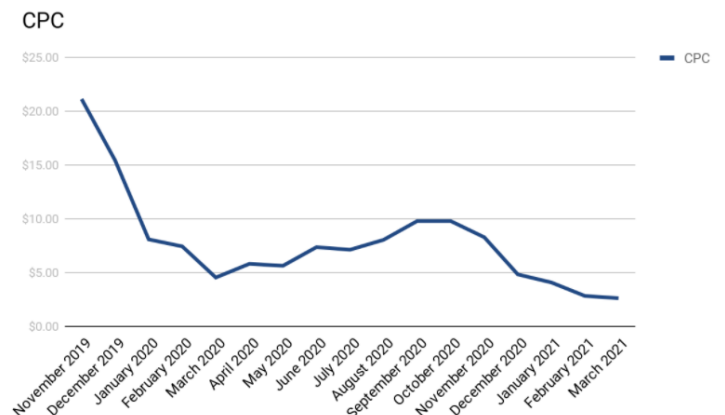
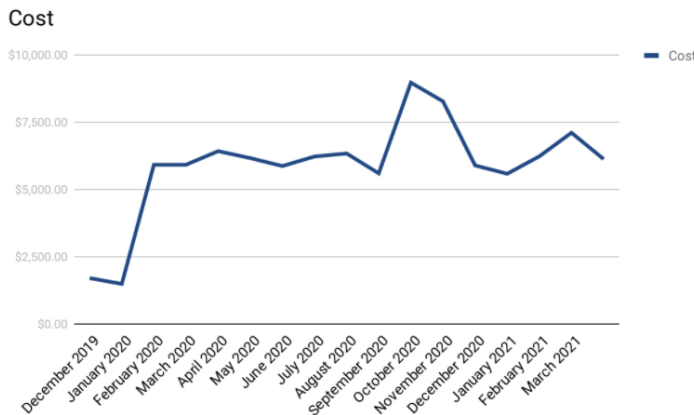
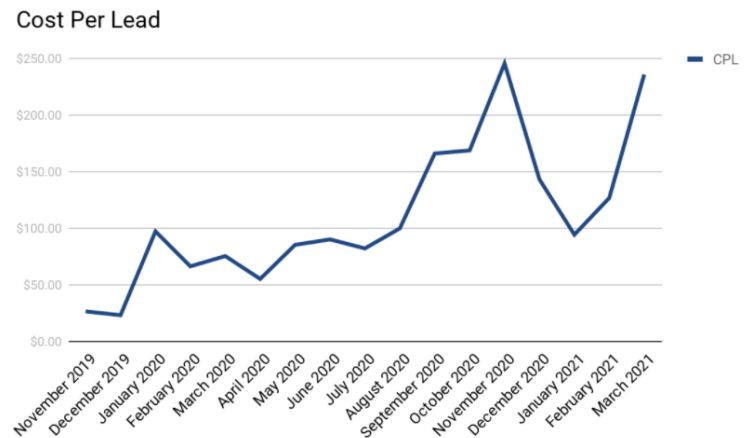
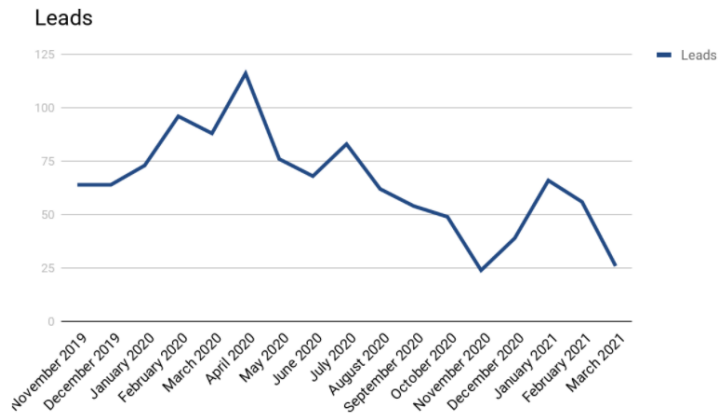
On-Platform Conversion Rate



CTR



LinkedIn Results



KMPG Spark's CEO was once convinced by another firm that they could get better results on social than we could and that they could cut their costs in half with triple the leads. They decided to do a 2-week pilot with this firm to see if they could match or beat our results.

They ran the test on LinkedIn and here were the results:

Leads: Competing Firm: 3 Leads
Disruptive: 12 Leads

Cost Per Lead: Competing Firm: \$182
Disruptive: \$102

Average CPC: Competing Firm: \$18.25
Disruptive: \$9.13

The client then doubled our budget.