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.
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.

- **Facebook ad**: Leads: 129 | CPL: $20.83
- **LinkedIn ad (video)**: Leads: 110 | CPL: $83.67

### 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
Case Study

Facebook Results

Conversions

Cost Per Lead

On-Platform Conversion Rate

CTR

On-Platform Conversion Rate
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:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Competing Firm</th>
<th>Disruptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leads</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Cost Per Lead</td>
<td>$182</td>
<td>$102</td>
</tr>
<tr>
<td>Average CPC</td>
<td>$18.25</td>
<td>$9.13</td>
</tr>
</tbody>
</table>

The client then doubled our budget.