

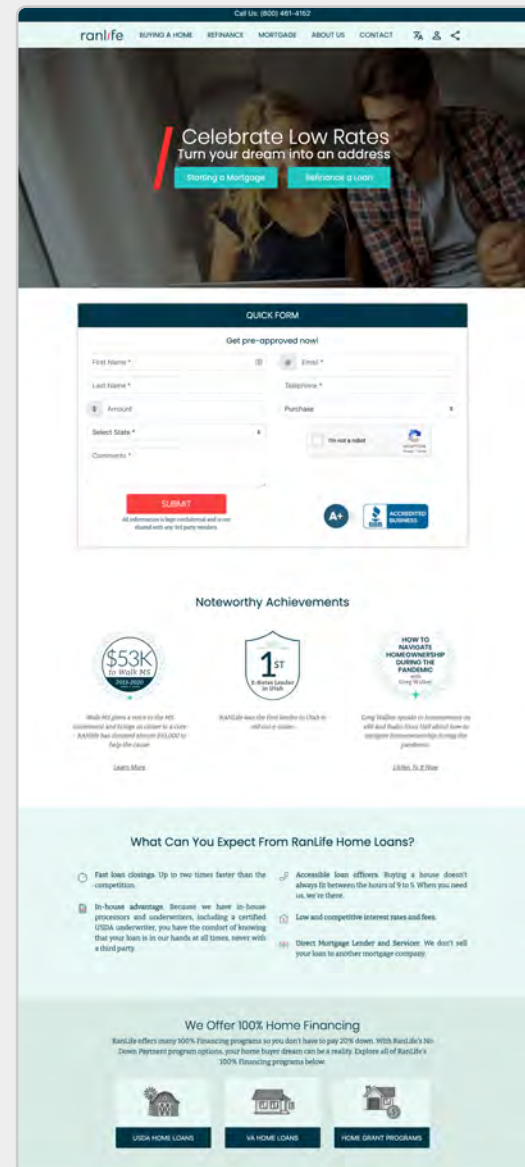
## The Market

The home loans market is more competitive than ever, with rates being consistently lower than they've been in the last 30 years. The pandemic has significantly impacted the housing market, causing significant increases in first time home purchases, home loan refinancing, and mass relocations from major cities to the suburbs.

RANLife has the knowledge and expertise to help buyers make their best financial decisions, whatever their mortgage goals are; from first time home buyers, to experienced buyers and investors, as well as current homeowners.

## The Challenge

Historically, RANLife's marketing goals centered around driving "first time home buyer" leads, but the pandemic led to a shortage of homes available, making it a seller's market, while mortgage rates simultaneously fell to some of the lowest in years.



RANLife's goal is to provide the best home lending options in the nation with unsurpassed service.

## The Solution

With the availability of homes so limited, RANLife engaged Disruptive to pivot their marketing efforts to focus on refinancing, specifically highlighting the extremely low rates offered through their company.

Our team frequently updated ad copy (based on the newest rates) and reflected this information on their website, while also expanding advertising efforts on Facebook and YouTube. By doing this, we were able to greatly broaden a funnel of revenue for RANLife, even during a worldwide pandemic.

**7,000**

Additional  
refinancing leads

Average CPA of:

**\$24**

Average  
conversion rate:

**19%**


**Mortgage Professionals at RANLife**  
 Published by Disruptive Advertising · December 21, 2020 ·

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 526

136 Comments

## Conversion Rate Optimization Wins



Variant A: the original design



Variant B: a video with people

## Hero Imagery Test

Of all the variations tested, Variant B was the most engaging, with a collage of action shots including families in their homes, outside views of neighborhoods, etc.

These images were aspirational and we believe they performed so well because they created excitement around every phase of the purchasing process, from dreaming of a home to actually moving in.

## Additional Tests

Adding links to additional 100% financing pages caused a **+177.49% lift** in clicks to "other" financing options **+7.49% lift** in portal app completions

### 🖥 On Desktop

**+32.73%** lift in hero CTA button clicks

**+80.46%** increase in calls

**+34.55%** lift in portal app completions

### 📱 On Mobile

**+16.62%** lift in hero CTA button clicks

**+19.25%** increase in calls

**+0.67%** lift in portal app completions