B2B FINTECH CASE STUDY

Paid marketing transformation

A full-funnel acquisition strategy for a niche financial services company in Serbia.

2024–2025 · Paid media management at Posh Media

Client identity withheld for confidentiality.

65

tracked successful registrations

The strategic shift

A broader paid social program built around the customer journey

Previous approach

Traffic acquisition
Social engagement

Expanded strategy

- Brand awareness
- Traffic and consideration
- Audience engagement
- **Registration and lead generation**

Commercial outcomes became measurable through successful registration events.

Results on a modest media budget

34 campaigns across five advertising objectives

3.83M

Ad impressions

16,098

Link clicks

65

Successful registration events

€4,541

Total Meta media spend

€1.19

Cost per 1,000 impressions

€0.28

Average cost per link click

Source: Anonymized Meta Ads Manager data, 2024–2025. Rounded euro equivalents.

Conversion campaign highlights

Selected campaigns with the strongest registration results

Period	Campaign	Registrations	Cost / registration
March 2024	Instagram conversion	**10**	**€9.97**
October 2024	Instagram conversion	**16**	**€15.63**
January 2025	Lead generation	**12**	**€31.16**

€31.98 average registration cost across conversion and lead generation campaigns

A credible result for niche B2B finance

A completed platform registration generally requires more commitment than a simple lead form.

€31.98

B2B fintech client
per completed registration

~€38

Meta finance and insurance
average cost per lead

Selected conversion campaigns achieved €9.97 and €15.63 per registration.

Source: WordStream, 2024 Facebook Ads Benchmarks. Different markets and conversion definitions limit direct comparison.

The impact

A measurable acquisition program for a niche financial service

34 campaigns.
65 successful registrations.
A new commercial focus.

Expanded the paid social strategy across the funnel, connected campaign activity to registration outcomes, and delivered selected conversion campaigns as low as €9.97 per registration.

Project managed during tenure at Posh Media. Client identity withheld for confidentiality.