

Case Study

 FINANCE &
BANKING


Adelantos doubles sales, quadruples leads with Performance Max and Demand Gen

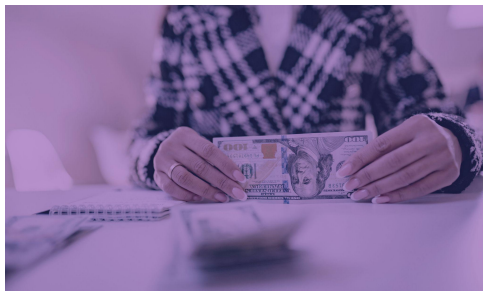


adelantos.com.ar

Personal loans company

AMER - Argentina • adelantos.com.ar

Agency Name: Growketing



The Challenge

Adelantos provides short-term loans and is often a convenient option for people who might not qualify for traditional bank loans. The company faced a critical vulnerability — it was over dependent on a single external sales channel. With affiliate partnerships driving over 60% of its revenue, Adelantos was exposed to significant risk and lacked control over its own growth trajectory. To address this, it needed to diversify its sales strategy by developing and scaling owned channels, reducing its reliance on third-party affiliates.

The Approach

By incorporating Performance Max and Demand Gen into its existing Search strategy, Adelantos was able to expand reach and engage potential customers directly. These AI-driven campaigns helped the company establish cost-effective goals for each stage of the sales funnel. The strategic shift empowered it to take control of its customer acquisition and reduce its dependence on third-party affiliates.

Partnering with Growketing as a strategic partner, advising Adelantos on developing a comprehensive media plan and implementing an optimized account structure aligned with its objectives.

The Results

With this strategy, Adelantos saw its affiliates drop from representing 63% of sales to just 12.6%. The company's Google ads campaign doubled its share of sales within Adelantos's overall sales channel mix. Also, by implementing a simplified account structure, the company was able to maintain an efficient cost-per-click (CPC) and achieve high Quality Scores, resulting in a surge of leads at lower costs and a rapid increase in sales.

“With a digital strategy that evolved over months, we managed to better position our products and services to capture customers more efficiently. This not only allowed us to optimize costs but also confirmed that we can move towards a more robust sales model, ensuring continuous growth.”

Lucas Camulín, Marketing Manager, Ixpandit

Adelantos ofrece préstamos a corto plazo y es frecuentemente una opción conveniente para personas que podrían no calificar para préstamos bancarios tradicionales. La empresa enfrentaba una vulnerabilidad crítica: dependía excesivamente de un único canal de ventas externo. Con asociaciones de afiliados que generaban más del 60% de sus ingresos, Adelantos estaba expuesta a un riesgo significativo y carecía de control sobre su propia trayectoria de crecimiento. Para abordar esto, necesitaba diversificar su estrategia de ventas mediante el desarrollo y escalamiento de canales propios, reduciendo su dependencia de

4.3x

Increase in leads

2.5x

Increase in sales

3.4x

Increase in conversion rate

Primary Marketing Objective

- Generate Leads

Featured Product Areas

- Performance Max (with lead gen goals)
- Demand Gen

