



Qualified Bookkeeping Appointments

Finance Niche Case Study

Direct Appointments. Qualified Inquiries.
Premium Acquisition System.





Qualified Bookkeeping Appointments From International Traffic

How Madvert Labs built an international acquisition system for a Pakistan-based financial services company using offer engineering, video creative, and a qualification funnel.



35

Qualified Inquiries



\$57.51

Cost Per Qualified Inquiry



\$2,012.70

Ad Spend





What We Built

Research, offer, creative, and qualification worked together as one system.

1



Market Research

Identified high-intent audience and messaging.

2



Offer Engineering

Built a clear, low-friction offer that converts.

3



Video Creative

Short-form videos that explain the offer and build trust.

4



Qualification Funnel

Filtered in serious business owners only.

5



Booked Appointments

Delivered qualified inquiries at scale.

Ad Creative That Converts

A mix of high-performing static ads and short-form video content.

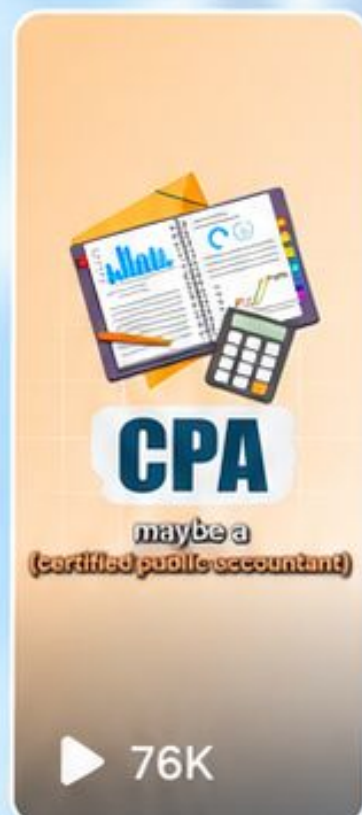
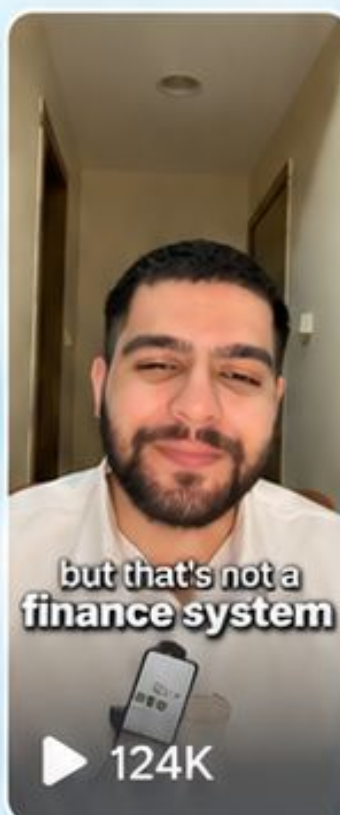
PROFESSIONAL BOOKKEEPING SERVICE

CPA-LED BOOKKEEPING FOR U.S. COMPANIES
FULL FINANCE TEAM FOR LESS THAN ONE HIRE



STARTING AT
\$249/M
PLUS
7 DAYS FREE TRIAL
WITHOUT ONBOARDING FEES OR LONG-TERM RISK.

- ✓ CPA-QUALIFIED TEAM
- ✓ INCOME & EXPENSE TRACKING
- ✓ PAYROLL PROCESSING
- ✓ FINANCIAL REPORTS
- ✓ QUICKBOOKS SETUP



Video + Offer

Attention-grabbing content with a clear offer.



Qualification Questions

Filtered for serious, qualified business owners.



Appointment

Qualified bookkeeping inquiries booked directly into the client's calendar.



INDUSTRY — FINANCIAL SERVICES / BOOKKEEPING

From Ad Spend to Qualified Inquiries

A results-driven campaign that generated qualified bookkeeping inquiries from international traffic, designed to move prospects toward booked appointments.



35

Qualified Inquiries



\$57.51

Cost Per Qualified Inquiry



\$2,012.70

Ad Spend

Performance overview

Day ▾

Activity history: All ▾

Customise

Leads (Form) ⓘ

35

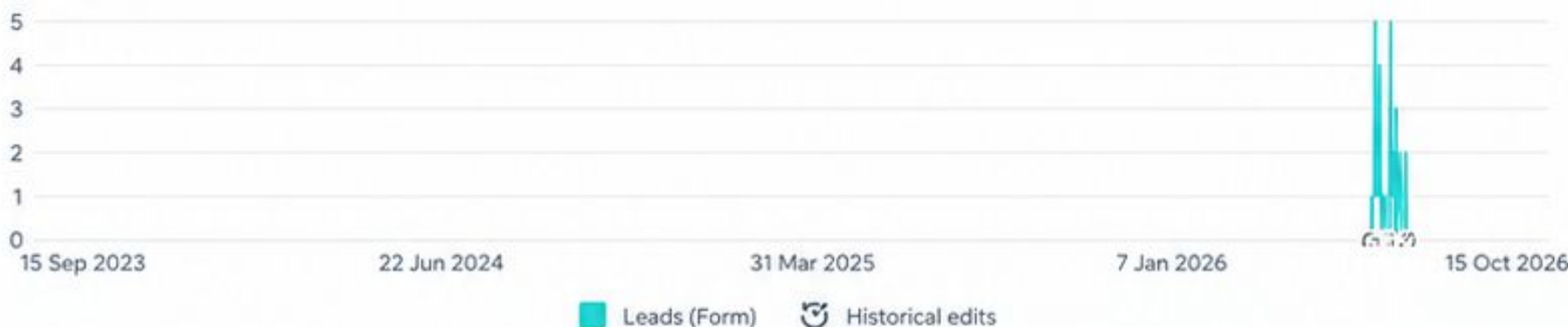
Per lead (form) ⓘ

\$57.51

Amount spent ⓘ

\$2,012.70

Leads (Form)



Leads (Form) Historical edits



International Traffic

Generated qualified inquiries from international audiences.



Qualification-First Funnel

Used a tailored funnel to attract serious bookkeeping prospects.



Appointment-Oriented Acquisition

All inquiries designed to move toward booked appointments.



Pakistan-Based Delivery Team

Built and managed by our Pakistan-based team using offer engineering, creative and a qualification funnel.

Static Ad Creative



Video / Story Creatives



This campaign generated **35 qualified bookkeeping inquiries** at a cost of **\$57.51 per inquiry**, with a total ad spend of **\$2,012.70**, designed to move prospects toward booked appointments.

Why It Worked

A simple but powerful growth system, built around a clear offer, the right creative, and a qualification funnel — not just ads.



Research Before Advertising

We validated demand, angles and positioning.



Offer Before Targeting

We built an irresistible offer first.



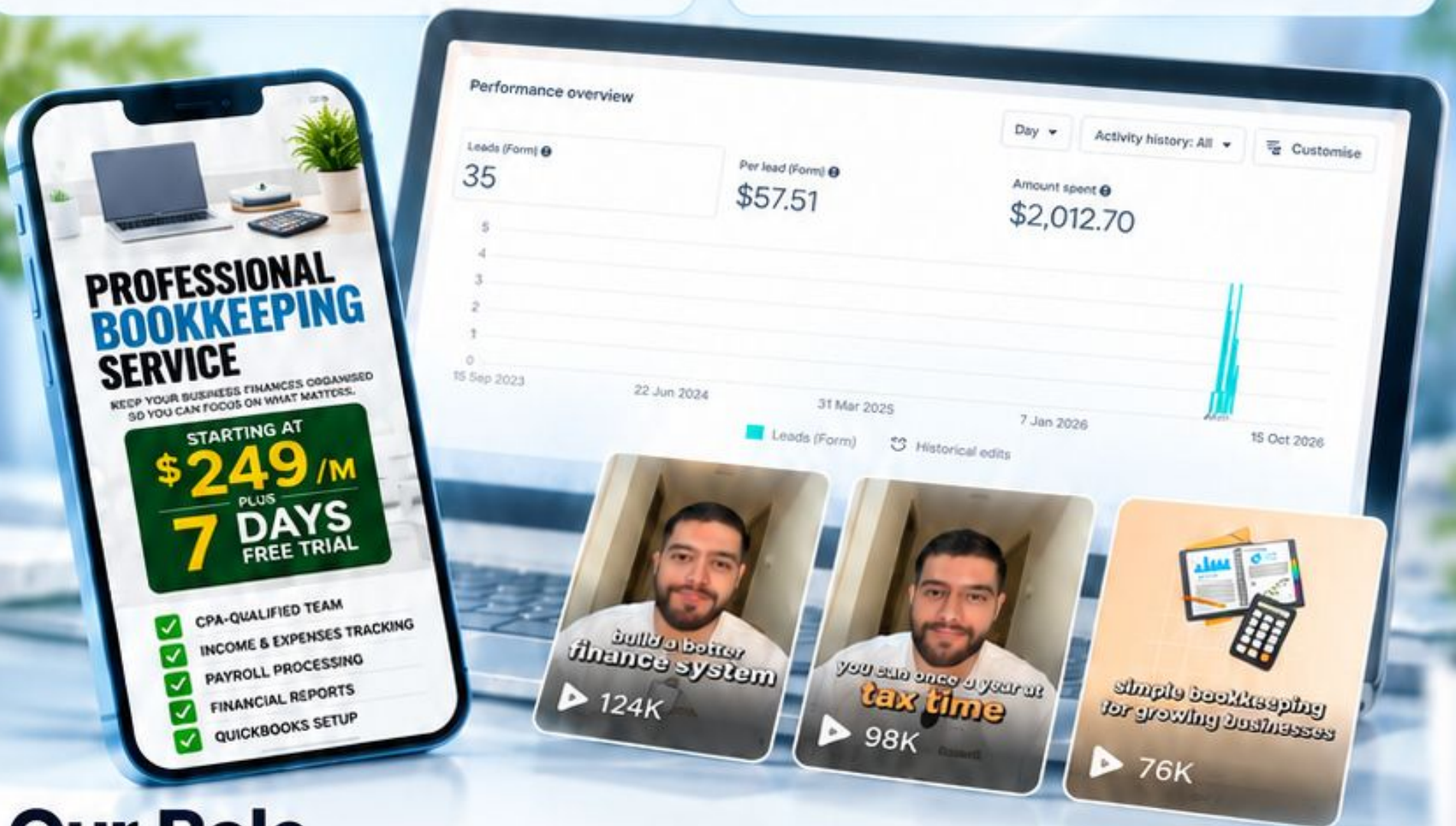
Creative That Sold the Next Step

Ads and videos focused on the free trial, not features.



Qualification Before Sales

A simple funnel filtered serious, high-intent leads.



Our Role



Lead Generation Strategy



Offer Architecture



Paid Social



Video Creative Direction



Qualification Funnel Design