

How Alpharank Transformed Campaign Performance for Omni Financial

20-25% Reduction in Cost Per Acquisition in 2 month

40% Lower Ad Spend

Challenge:

Omni Financial has 50+ years of military lending at 16 branches. Using Google Ads grew new client acquisition, but they had many ad campaigns with a fragmented setup, making reporting unreliable. The team faced data accuracy issues from offline conversion tracking delays, and mismatches. This limited visibility into down-funnel performance, leaving Omni Financial reliant on vanity metrics.

- **Multiple Campaigns without Clean Data** – Highly fragmented structure, inefficient reporting, and inconsistent tracking.
- **Offline Conversion Data Issues** – Delays and inaccuracies prevented effective bidding optimization.
- **Lack of Executive Visibility** – Leadership had no clear view into the cost per funded loan or down-funnel performance, which prevented them from getting clear signals of what was actually going on.

Solution:

With Alpharank, Omni Financial reduced its cost per funded loan, transforming marketing from a cost center without clear visibility into a business growth driver. They transformed their CPA, and in the 2nd month of using Alpharank, funded 7% fewer loans with 40% less spend. “Now their campaigns were better performing, integrating with backend systems, and creating timelier data feeds. They also got synced conversation data, critical for Google’s algorithm optimization. With the new dashboard tools, reporting focused on CPA and cost per funded loan, replacing vanity metrics with profitability-focused performance.

With Alpharank:

40%

Lower ad spend

7%

Fewer loans funded, with higher efficiency

\$45

CPA

20-25%

Lower CPA with enhanced conversions compared to offline conversions

Shift from Vanity Metrics → Quantifiable Business KPIs (CPA & cost per funded loan).



We came to Alpharank to solve our data inconsistency problem, to sync with our backend system, get clean data, and a dashboard to report back to leadership. Now, **leadership relies on the Alpharank dashboard weekly** to understand where funded accounts truly originate. **Alpharank opened up leadership's eyes** to the full picture of where traffic is coming from and then we started making smarter, more strategic decisions. If you care at all about down-funnel metrics and the real cost of acquisition — specifically cost per approved and cost per funded loan — **you need to consider Alpharank**. Many financial institutions still rely on vanity metrics, but the ability to feed clean down-funnel data back into Google is what allows you to control your CPA to spend. If customer acquisition and profitability matter to you, then look no further than Alpharank.

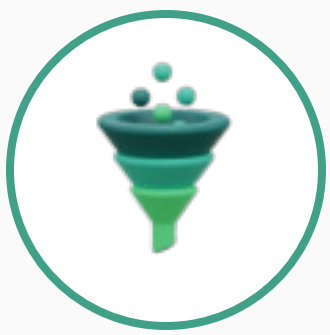
Kevin Dawson

Omni Financial - Head of Marketing

Online Branch Intelligence System

 Maximize funded deposits & loans starting in **30 days**

Alpharank's model trains on **6+ billion transactions** from 150+ peer financial institutions, optimizing your full funnel results.



Curb Funnel Abandonment

- Find & Remove Bottlenecks
- Locate High Friction Questions
- Maximize Approved Applications



Improve Lead Quality

- Identify Top Traffic Sources
- Diagnose Problem Sources
- Reduce Low-Value Applicants



Maximize Dollar Production

- Uncover Value Drivers
- Identify Your Winning Campaigns
- Ditch Underperforming Campaigns

Installs in seconds. +50% increase in booked dollars in 6 months.
Immediate ROI without increase in ad spend.

