



2.5x More Leads: How Video Creatives Changed the Game for Upper Hand

Upper Hand is an all-in-one platform that helps coaches, trainers, and sports facilities manage scheduling, payments, registrations, and marketing campaigns in one place. It simplifies daily operations and gives businesses clear insights to run more efficiently and focus on growth.

We have been partnering with Upper Hand for over 2 years, managing PPC campaigns across multiple platforms and handling CRO optimization.

Previously, we shared how we built a high-performing advertising strategy and strengthened it through CRO initiatives to drive stronger results. This time, we want to focus on another critical element of performance marketing - **creatives**. They often shape a user's first impression of the product and play a key role in influencing their interest in taking the next step.

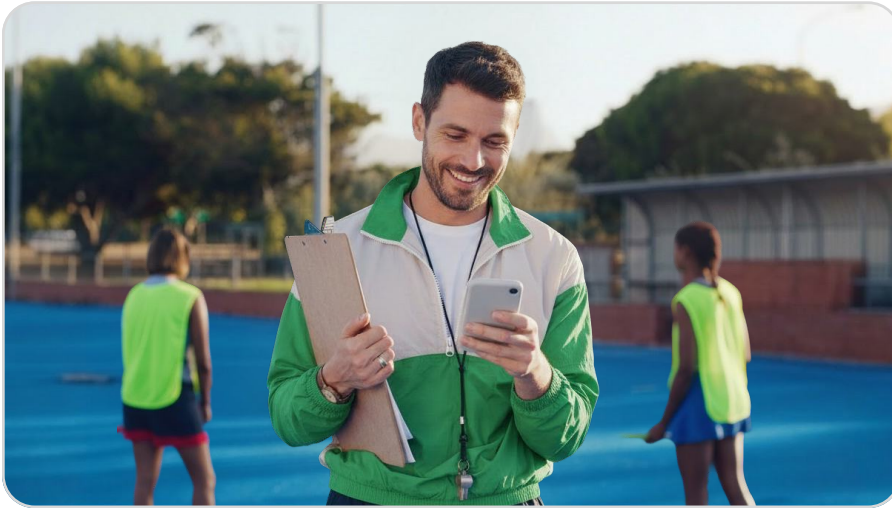
Challenge



Before September 2025, our campaigns relied primarily on static creatives. While performance remained stable, we began to see clear limitations:

- CTR had plateaued
- CPL improvements slowed down
- Audiences were becoming less responsive to the messaging - an issue that wasn't consistently solved by simply refreshing creatives more frequently.

In addition, Upper Hand is designed for coaches and sports businesses - **an audience that lives in motion**. Static creatives can't fully capture the pace, interaction, and real-world energy of their environment, while video better reflects how the product fits into their dynamic daily operations.



Solution



Together with the client, we decided to introduce video into the creative mix and test its impact on performance. We began by **developing a clear video concept**.

It was important to define the optimal pacing and length, identify the most effective messaging angles, align with the brand identity, select the right music, and craft strong CTAs - all to ensure both engagement and measurable performance impact.

Our first video launches were experimental. **We tested different formats** — from minimal animation to fully developed promo videos with strong hooks and faster-paced editing:

By **running them alongside static ads**, we were able to test and compare performance while evaluating the true impact of video within this specific audience.

And analyzing user behavior from the first pieces - average watch time, how many viewers reached key milestones, and conversion data - helped us see clear patterns and shape the direction for future creatives.



Results



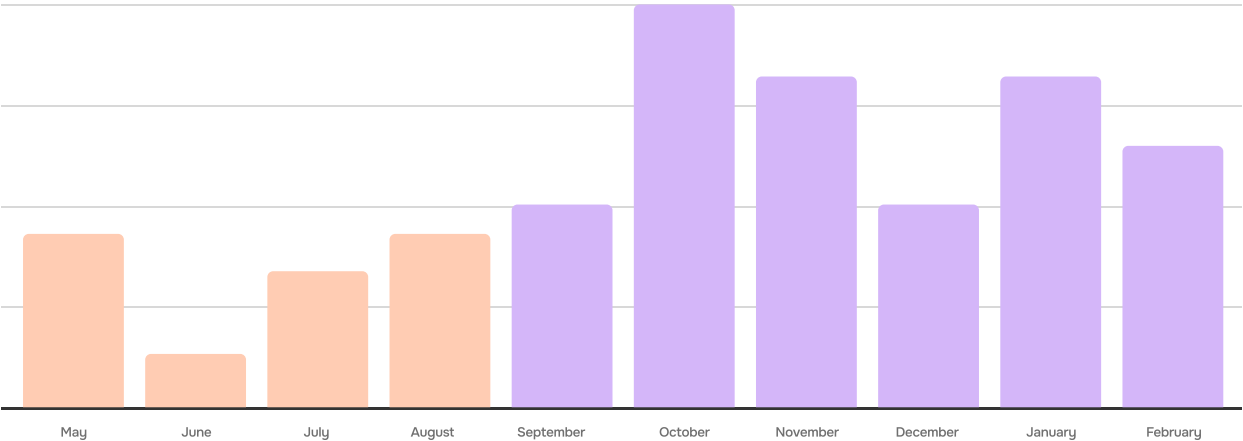
From the very first weeks, we saw clear performance improvements: users were actively watching the videos and, most importantly, were more likely to take the desired action.

Take a look at **how video creatives helped us improve campaign performance** right from launch:

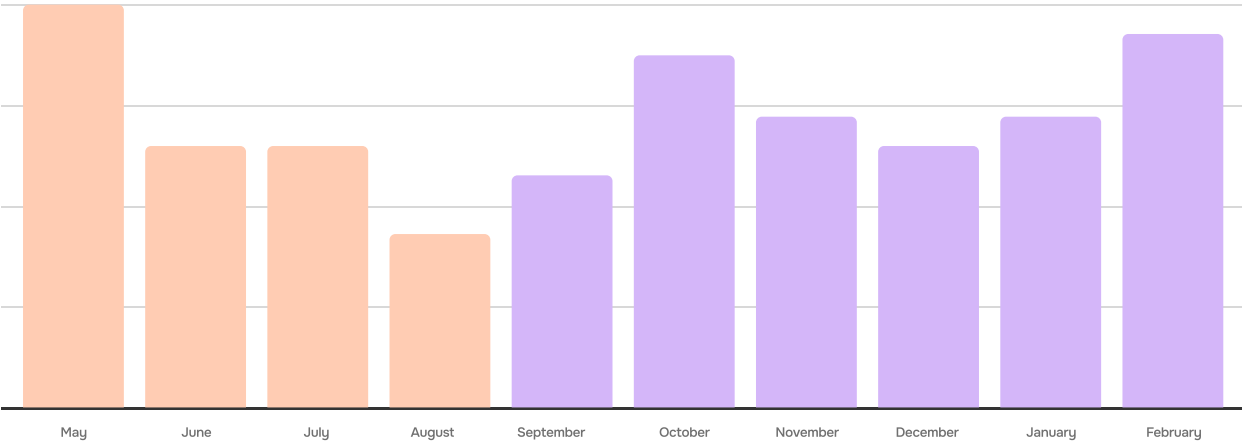
- **Up to 2.5x Increase in Lead Volume:** Video formats drove significant lead growth, reaching up to 150% more leads while maintaining a lower overall ad spend.

- **Up to 10% Increase in Qualified Lead Rate:** Compared to the pre-video period, the share of qualified leads improved and consistently reached higher levels in peak months.
- **50% Reduction in CPL:** By capturing attention more effectively in the feed, we significantly reduced the average cost per lead.

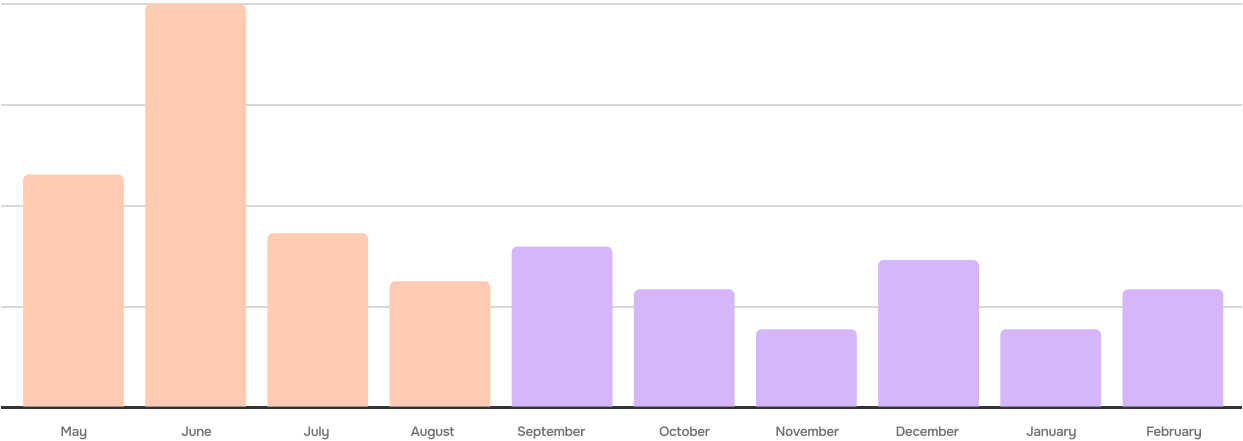
Lead Volume: Before vs After Video



Lead Quality: Before vs After Video



Cost per Lead: Before vs After Video



Next Steps



After confirming consistent results, we:

- Made video an important part of our ongoing creative strategy, keeping its share sufficient in the overall mix.
- Identified top-performing formats and focused on scaling what worked best.
- Continued testing new video hooks, messaging angles, and formats.
- Adapted successful video concepts into static creatives to improve overall performance.

Conclusion



Videos have become an essential addition to our existing static banners, helping capture attention in the feed, communicate the product's value more clearly, and showcase key features in action.

They don't replace static creatives but complement them where needed - especially for live product demonstrations and addressing specific pain points through storytelling and real customer experiences.