

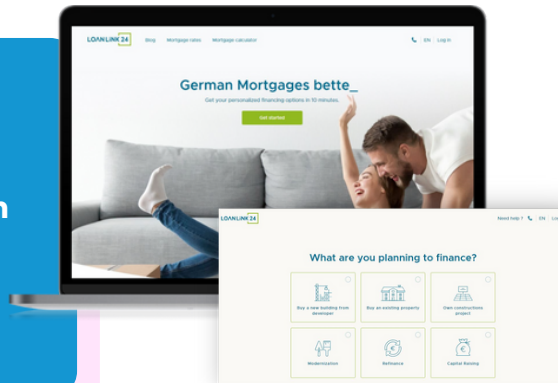
How TwoSpouts partnered with Loan Link to Drive new enquiries in a niche market.

Loan Link is a disruptive digital mortgage broker that helps foreign buyers & investors acquire homes in Germany.

With a recent acquisition by Baufi24, I am proud to have contributed to their initial success by launching and managing their first Google Ads campaigns and getting initial product feedback & traction. LoanLink saw their first 100+ inquiries come in from Google Ads as a channel, which they used to improve their funnel, product & generate substantial revenue.

How i did it

- Competitor research
- Clear campaign segmentation
- Weekly refining targeting
- Close control of budget (high CPC environment)



"Michael was incredibly helpful, super proactive and over-achieved the goals set: a) Reduce Google Ads Spend & b) Increase traffic.

He carefully & proactively created a list of improvements measures, quick wins and executed."

Gernot Schusser, Co-Founder, LoanLink.de (Acquired by Baufi24)

The Results



100+

Loan enquires in a few weeks



<€150

Cost per enquiry in a few weeks



BIG WIN

First acquisition channel to gain substantial leads & proof of concept