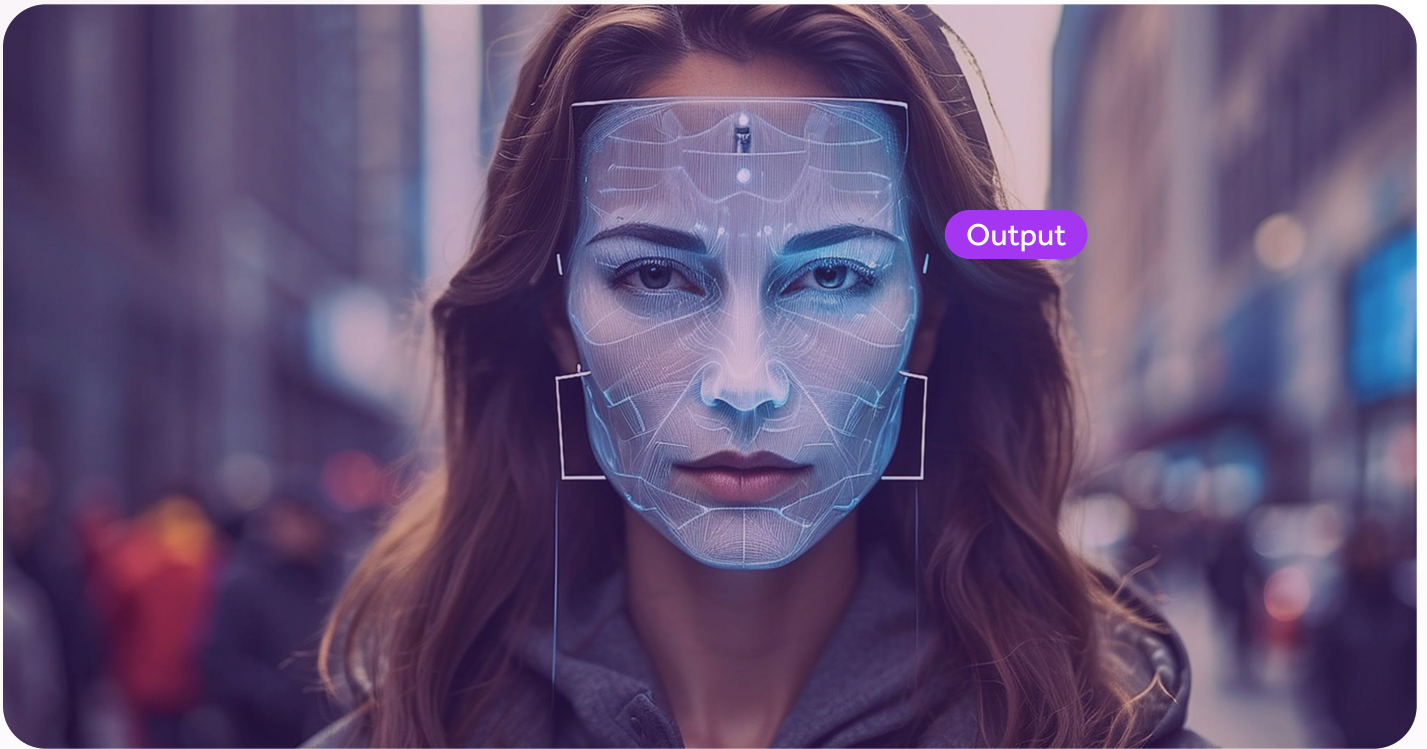**Case study**

Facia & MarketPro: The Secret Behind 10x Lead Generation

Increase Traffic by 183.95%

Output

Challenges Faced by Facia

- The liveness detection industry was overcrowded as firms competed for similar audiences. To achieve campaign visibility, attention-grabbing and creative ad content was needed.

- The liveness detection technology market was highly competitive, with the dominance of a few key players. Building topical authority was incredibly challenging in competitive niches where established websites dominate search results.

- Facia faced challenges in bifurcating between B2B and B2C search intents as its keywords were broad which was capturing irrelevant traffic not constituting of its buyers.

- Reaching the potential audience with campaigns requires understanding their complex online interests and behaviors. Recognizing relevant display or social media ad placements and choosing the appropriate keywords for search campaigns was complex.

MarketPro

FACIA

Facia- Liveness Detection Technology

Facia - a pioneer in the fastest liveness detection solution, partnered with MarketPro to reach the right audience, drive instant results, and stand out from the competition. The primary concern of Facia's CEO was to become a market leader; however, reaching the potential audience was an obstacle. They needed attention-grabbing ad content to tell the world that Facia can verify **8 billion people in <1s** through active and passive liveness detection. Standing at a **0% FAR** and is iBeta level 1 & 2 compliant.

After collaborating with MarketPro, Facia's owner started seeing results within three months. Impressions rose from **622k to 1.71M**, indicating successful engagement with the target audience.

8 Billion People	**0%** FAR	**622k To 1.71M** Impressions

iBeta QUALITY ASSURANCE
TESTED
LEVEL 1
ISO 30107-3
Presentation Attack Detection
COMPLIANT

iBeta QUALITY ASSURANCE
TESTED
LEVEL 2
ISO 30107-3
Presentation Attack Detection
COMPLIANT

MarketPro

FACIA

Turn Insights into High-Converting Ads with Market Pro

- Conducts **in-depth research** to understand potential clients' interests and online behaviors.

- Develops eye-catching and **unique ad content** that resonates with potential audiences and grabs attention.

- Analyze competitor strategies and recognize opportunities to **differentiate liveness detection technology.**

- Craft a compelling brand story to build trust with the target audience and highlight a **unique value proposition.**

- Thoroughly analyzed **campaign performance data** and optimized their strategy for better outcomes.

- Manage **search engine advertising campaigns** to ensure that Facia reaches the targeted customers with the right message.

- Attained a **fantastic conversion rate**, indicating the campaign's effectiveness in generating leads.

MarketPro helps Facia beat the competitive liveness detection industry by implementing these solutions and achieving marketing goals.

Results within 1 year

5%
Click-Through Rate
(CTR)

$18.5
Cost Per Conversion

409
High-Quality Leads
(MQLs)

$0.56
Cost Per Click

Client Feedback

"

"I knew Facia had a remarkable liveness detection technology, but reaching potential clients and making ourselves an industry leader was challenging. Collaborating with MarketPro was a wise decision, as their skills in crafting persuasive ad content are invaluable.

MarketPro outcomes speak for themselves, as during the first three months, I witnessed a 10% increase in user engagement and 8x rise in impressions. Driving 30% increase in leads at a market-competitive cost per click is impressive. They are a true partner, and I strongly recommend their services to achieve growth."

Facia, CEO

MarketPro

Why turn around now when you've come so far? Let's talk if you need help in achieving your marketing goals or simply want to learn more about what we do.