FINCH CASE STUDY

HerdX

Herd X was able to reduce their CPA by 66% while improving quality on Meta.

PROJECT OVERVIEW

HerdX is an agri-tech innovator based in Boerne, Texas, founded in 2010, offering an integrated hardware and software platform branded as HerdView® that enables real-time livestock tracking, health monitoring, and analytics via RFID tags, mobile apps, and cloud-connected readers

THE CHALLENGE

Herd X was generating leads through a landing page at a ~$75. They were constantly having phony lead submissions.

THE FINCH SOLUTION

Finch implemented a "Rich Creative" Instant Form.

RESULTS

Reduced CPA to $25 while improving the quality of their leads.

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