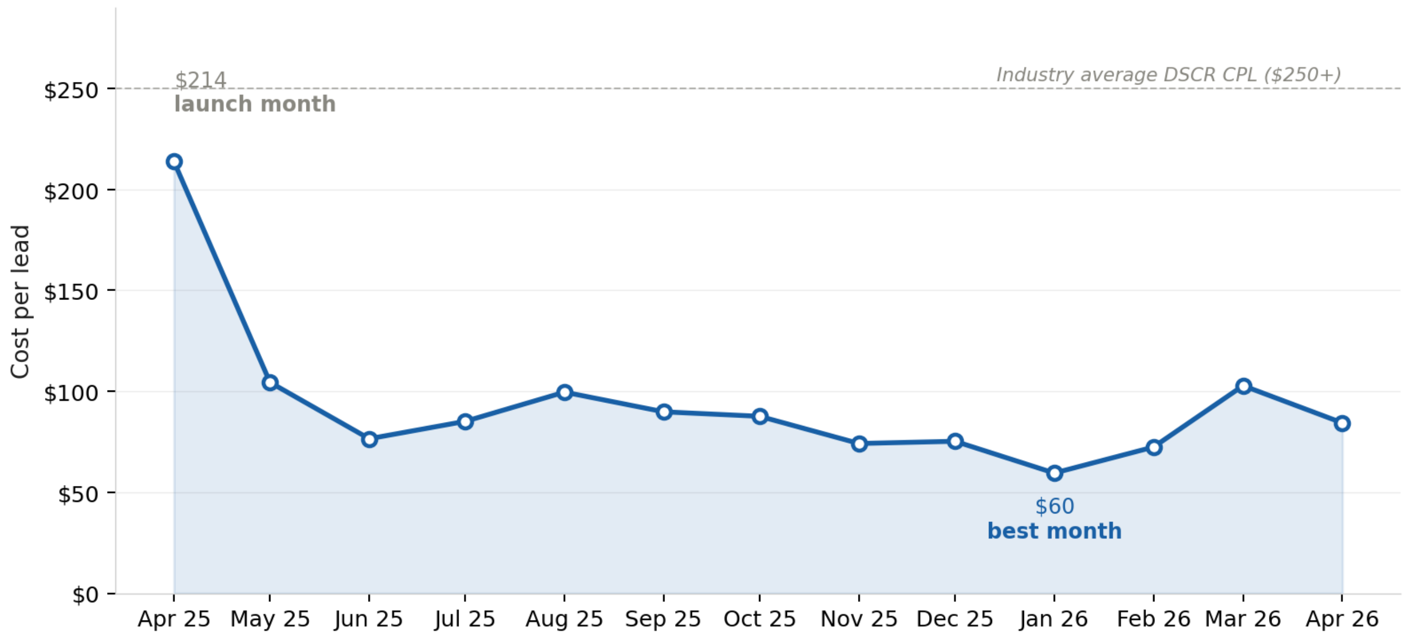
DSCR PAID SEARCH · 13 MONTHS · NATIONAL DSCR LENDER

From ~~$214~~ to $60 CPL — and held it for a year.

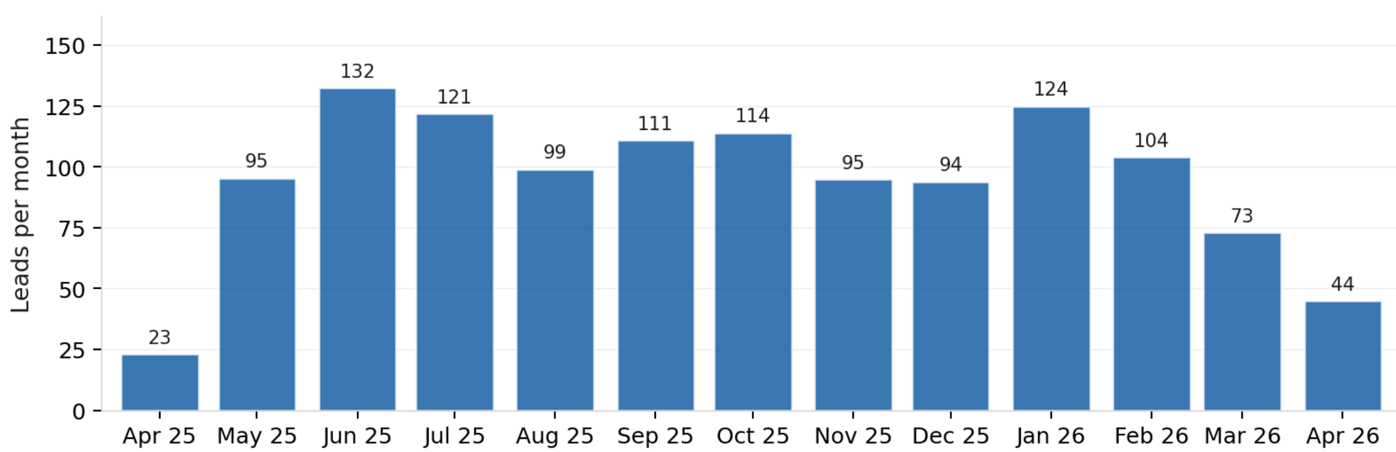
A national DSCR and reverse mortgage lender came to us with a program that needed paid volume. Thirteen months later, they've generated 1,233 qualified leads at an $86 blended CPL — well under the $250+ industry benchmark.

TOTAL LEADS	BLENDED CPL	BEST MONTH	CPL REDUCTION
1,233	**$86**	**$60**	**72%**
Form fills, 13 months	All-time average	Jan 2026	Launch vs. best

PRODUCT	CHANNEL	ENGAGEMENT
DSCR (investor property loans)	Google Ads — Search + Display	April 2025 — present



Launched at $214 CPL in month 1 — within norm for a new account. Inside 60 days, CPL dropped under $100 and has stayed there 10 of 13 months since.



Consistent 90–130 leads per month once out of the learning phase.

The approach

The client had tried paid search before with modest results. Our thesis: the account didn't need more budget, it needed disciplined testing with clear kill triggers. We ran eight campaign variants, killed five of them on the data, and scaled the one that worked.

01 **Launched a tightly-scoped DSCR Search campaign**

Focused keyword set, negative keyword list, and a landing page built for investor borrowers — not owner-occupied. First 30 days came in at $214 CPL (expected). By day 60, CPL had dropped below $100.

02 **Killed Performance Max in under a week**

Tested PMax as a parallel campaign at launch. It burned $557 in 7 days at $111 CPL with poor lead quality. Pulled it immediately rather than giving it the conventional 30-day "learning period." Protecting budget matters more than following Google's defaults.

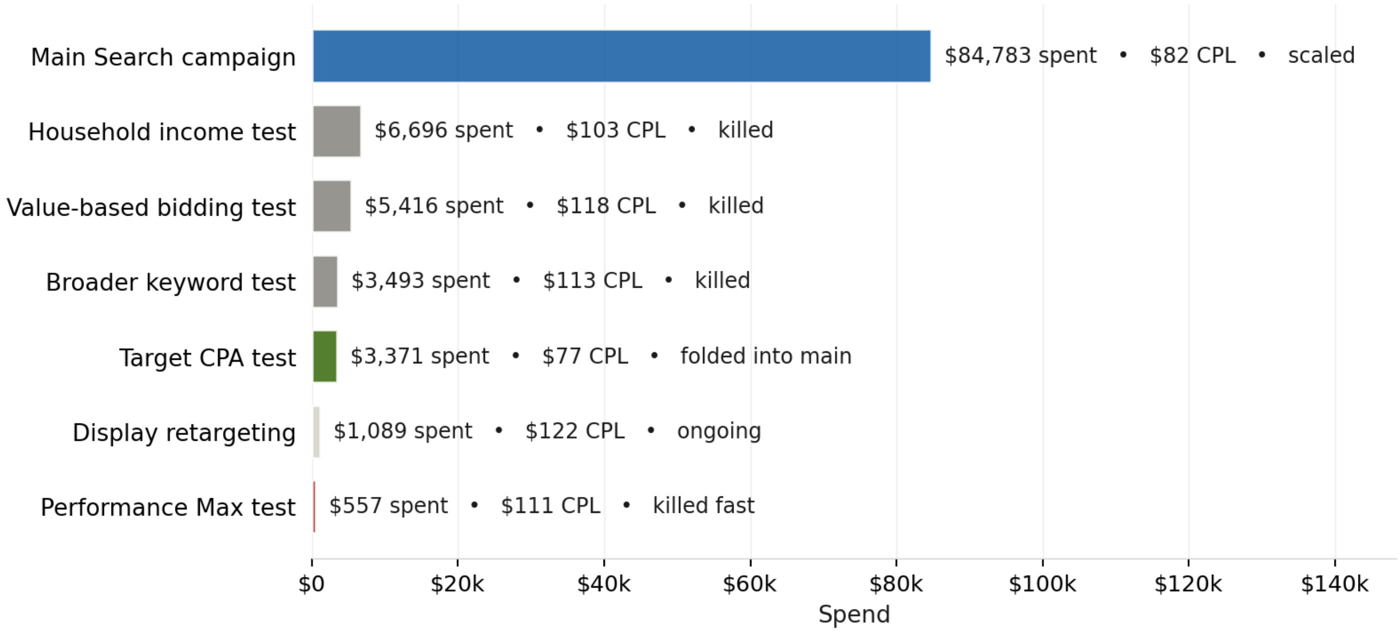
03 **Ran structured bid-strategy tests with hard caps**

Value-based bidding ($118 CPL — killed), household-income targeting ($103 — killed), and target CPA ($77 — successful, folded into the main campaign). Each test had a pre-defined budget and clear decision criteria before launch.

04 **Sustained and optimized the winning campaign**

The main Search campaign has run 256 active days at $82 CPL, 6.8% CTR, and 7.7% conversion rate. Monthly creative refreshes, keyword pruning, and landing-page iteration have kept CPL trending down over time.

What was tested, what scaled



Eight campaigns tested. One scaled to 80% of total spend. Five were killed within budget caps. This discipline is what kept blended CPL at $86 instead of $180.

> *Most agencies spend six months finding a $100 CPL. We spent three months finding $75, then another nine months optimizing to $60 — and we killed five failed tests along the way without torching the account.*

Want this for your DSCR program?
15-minute intro call — we'll review your current funnel live.

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