



ABOUT

Industrious offers premium coworking spaces, with +75 locations across 40 cities in the United States. Since working together with algofy, leads coming from Facebook have increased by 128%. Based on performance they have more than doubled investment on Paid Social, while maintaining the same Cost per Lead.

CLIENT'S GOALS

VOLUME & EXPANSION

They wanted efficiency and agility. And we gave them just that.

Industrious set out to change the coworking landscape in the United States, with impeccable service at the center of their offering.

With aggressive objectives, they were lacking a dedicated team to make the changes needed to meet them.

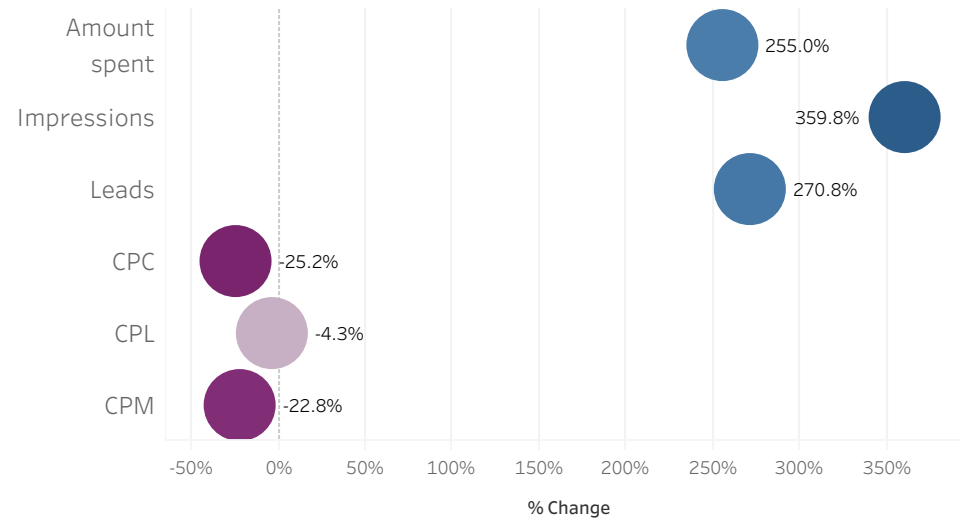
A change in the account would take days to be implemented, and their results were not evolving with the expected pace.

SCALING AT A RAPID RATE

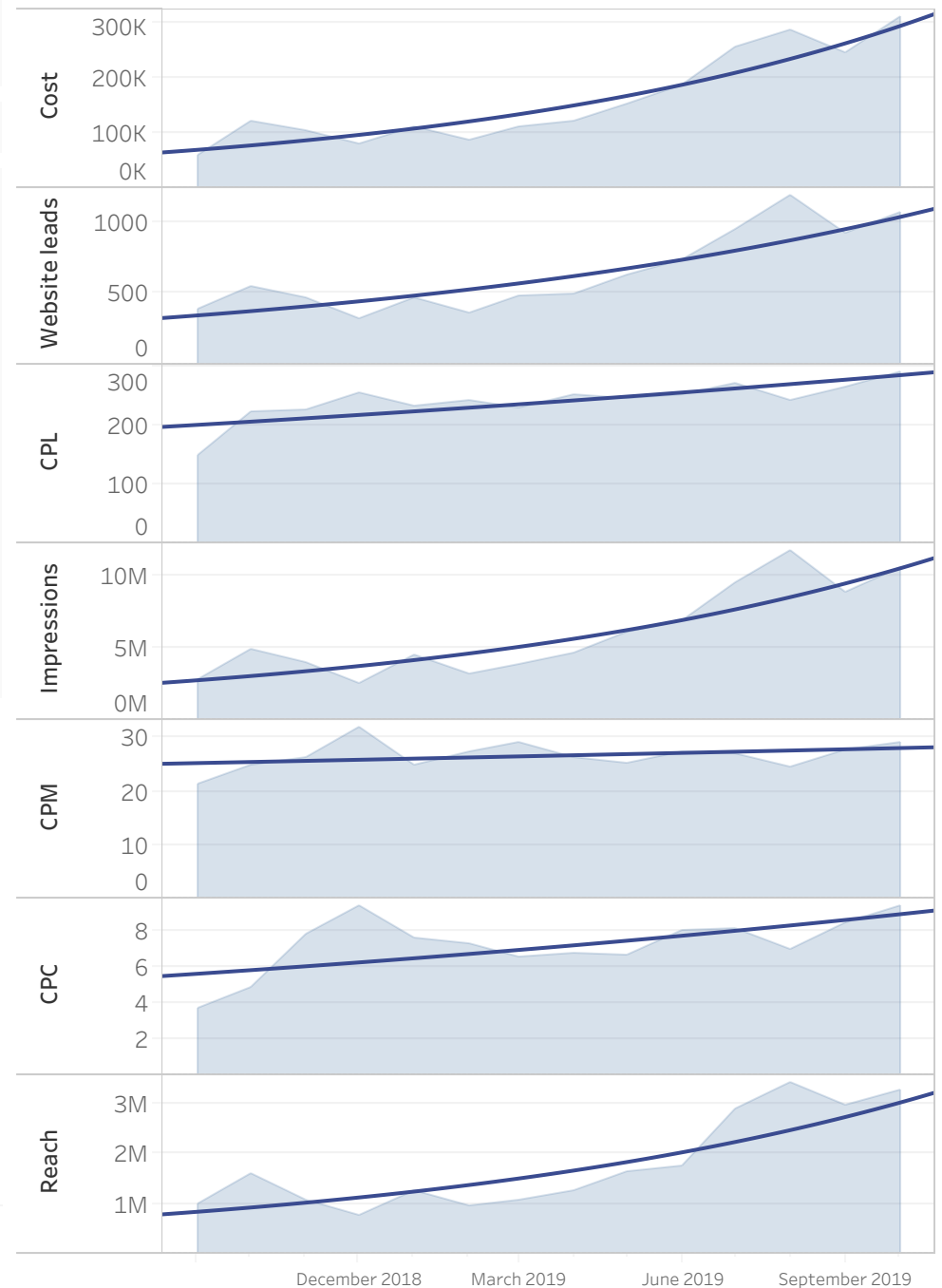
The account was expanded from a \$100K monthly budget to almost double in a 6 months period, prioritizing Lead Volume and profitability, and a stable CPL.

Achieving this required a detailed account restructure and clean up, continuous communication with the Industrious team, weekly optimizations and numerous A/B tests.

Results (Dec-2018 vs. Aug-2019)



Key performance indicators



algofy is made up of people who have one thing in common ... a shared goal to show our clients that they are more than just clients. We seek to build real and lasting business relationships. Our success depends on you seeing us as a true partner in the growth of your business, and we go above and beyond to prove that point.

Let's get in touch!

Interested in a **FREE** account audit?

We will perform a thorough review of your account and point out specific PPC opportunities that will help take your sales to the next level.

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