



KPMG Spark

THE MARKET

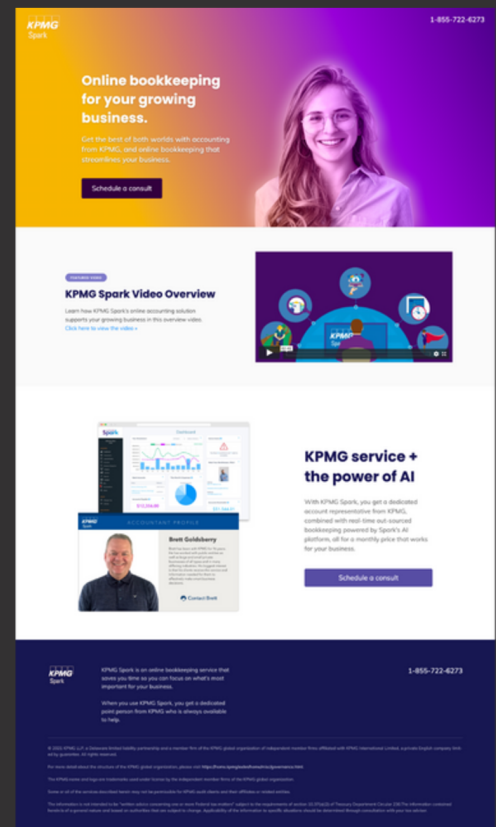
There are two worlds that exist in the market of bookkeeping solutions: SaaS and dedicated bookkeepers or independent contractors. Both alleviate small businesses who are having to focus their limited resources on bookkeeping (especially during tax season) instead of putting their time into scaling their business and focusing on what matters most—making money.

Each of these solutions, by themselves, don't offer what a small business really needs. KPMG Spark offers, at an affordable price, the benefit of an easy-to-use and intuitive interface SaaS with the hands-on customer service of an assigned bookkeeper.

THE CHALLENGE

Before partnering with Digital AdAge, KPMG Spark was unable to reach the vast majority of their customer base. As a subsidiary of the accounting giant KPMG, they were relying almost entirely on those resources for referrals and contacts that were not allowing them to truly scale.

They knew they needed to cast a wider net and improve their nearly non-existent online presence if they wanted to grow their business and make their stakeholders happy.



KPMG Spark—the best of both worlds with accounting from KPMG, and online bookkeeping that streamlines small businesses.

THE SOLUTION

In June of 2019 & after an extensive search, KPMG Spark made the decision to partner with Digital AdAge and is now going on 26 months. The two driving factors in our long-standing partnership stems from great results and a great relationship.

They were new to paid media so all of this was built from the ground-up. Here is an overview of the results over the past 26 months between both LinkedIn and Facebook.

Leads attributed to media:

4,675

Leads closed:

~374

Average retention per lead:

15 months

Average close rate:

8%

Average revenue:

~\$1.4 million

Average ROI:

2X

KPMG Spark's CEO was once convinced by another firm that they could get better results on social than we could and that they could cut their costs in half with triple the leads. They decided to do a 2-week pilot with this firm to see if they could match or beat our results.

They ran the test on LinkedIn and here were the results:

LEADS

Competing Firm: 3 Leads
Digital AdAge: 12 Leads

COST PER LEAD

Competing Firm: \$182
Digital AdAge: \$102

AVERAGE CPC

Competing Firm: \$18.25
Digital AdAge: \$9.13

The client then doubled our budget.



Facebook ad

Leads: 129 | CPL: \$20.83

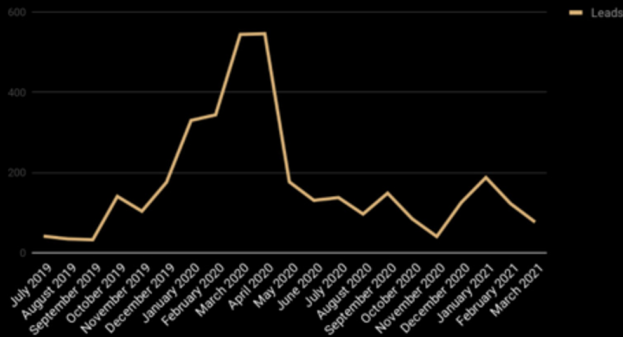
LinkedIn ad (video)

Leads: 110 | CPL: \$83.67

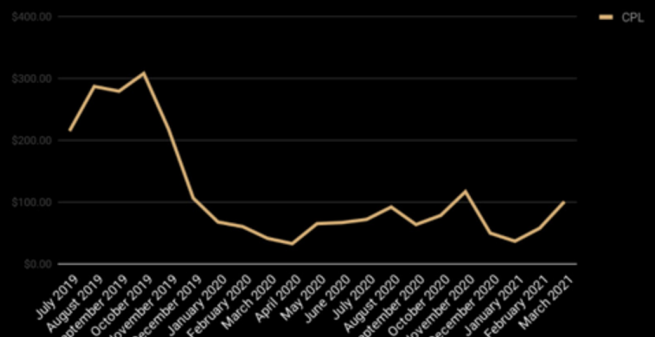


FACEBOOK RESULTS

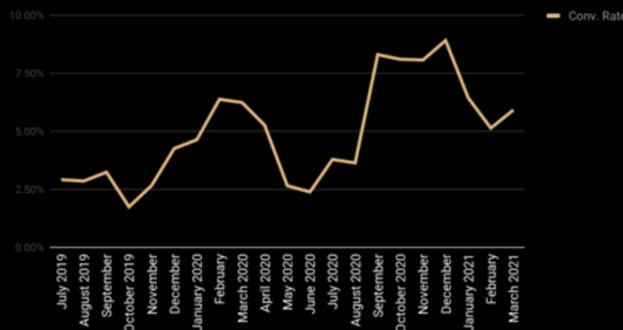
Conversions



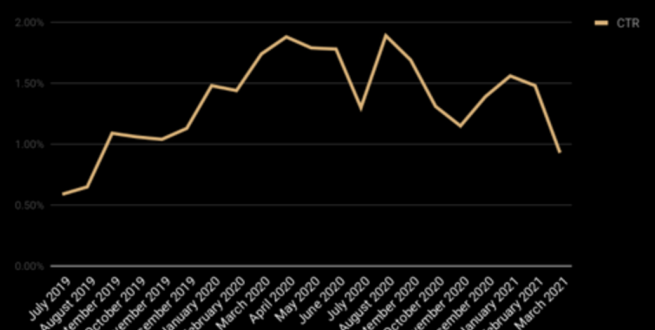
Cost Per Lead



On-Platform Conversion Rate

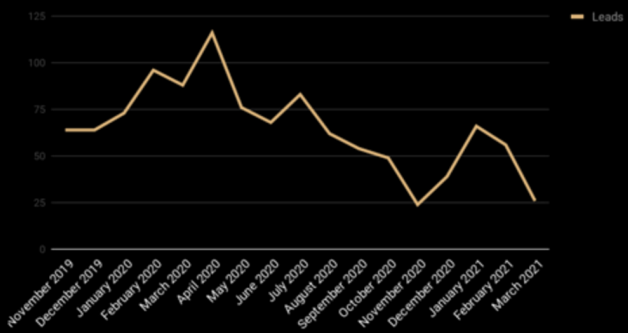


CTR

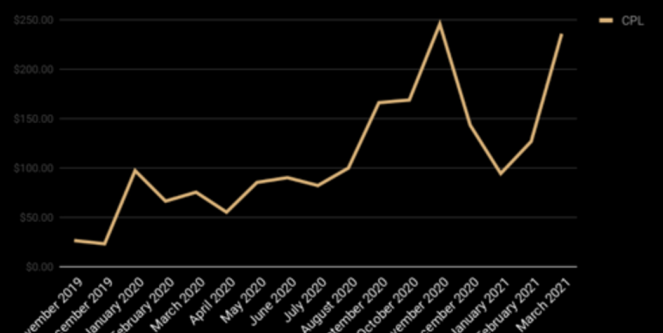


LINKEDIN RESULTS

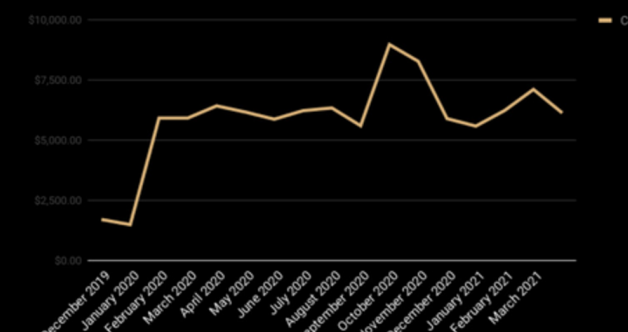
Leads



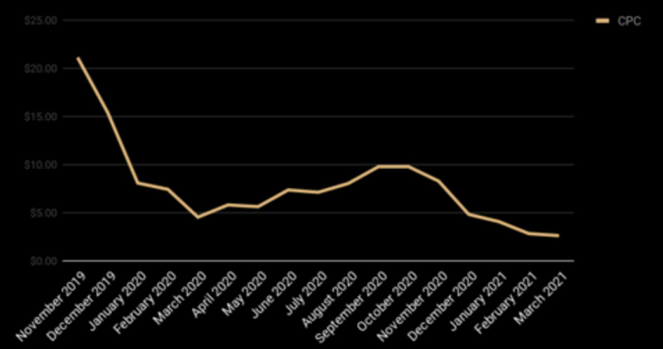
Cost Per Lead



Cost



CPC



creative

EMAIL



We make the little things count in your business



KPMG Spark has the ability to help your business grow and thrive. Check out how our managed accounting solution (mixed with some innovation) has supported Faro Tools President, Scott Tucker.

[See How](#)

What do you love about KPMG Spark?

"I love that I can call up my Spark account owner, Blake, at anytime to get insights of what I need to do from an accounting perspective. I don't sort through any of it by myself."



SCOTT TUCKER

How has our managed accounting solution helped your business?

"I spend a lot of my time trying to create something new. I like the creativity portion of my work the most, so being able to outsource everything I don't specialize in has been great. It makes me feel secure knowing that someone with credibility and knowledge is readily available to keep my business running efficiently."

[Get Started Today](#)



Your consultation is coming up!

Thank you for your interest in KPMG Spark. We are excited to chat with you in a few days. Your consultation is scheduled for ____.

In the meantime, we'd love to show you some resources and articles that we think you'd love.



Outsourced Bookkeeping vs. In-House Bookkeeping: Everything You Need to Know

[Read Article](#)



5 Reasons You're Ready for Managed Accounting

[Read Article](#)

Need to reschedule your consultation?

[Reschedule Here](#)

