

CASE STUDY ON iANGELS

Equity Crowdfunding Platform

32%

Lower CPA

×9.1

Social Engagement

21

Days to Goal



Our experience with MindAd Media was remarkable. Besides the fact that they delivered excellent cost-conscious digital services, we felt the team was dedicated and completely on board every step of the way.

Mirella Levy Tawil

Co-founder at Netgroupmedia, Advisor & Partner at iAngels |

ABOUT

MindAd Media is a digital marketing boutique that helps startups to generate rapid and sustainable growth during their early stages and beyond

iAngels gives accredited investors the opportunity to become angels in their own right by investing in technology startups alongside top tier angel investors in Israel

GOALS

- Target accredited investors with a minimum capability of \$10K
- Explore new markets for potential investors
- Fine-tune between different geographical markets
- Generate verified leads of accredited investors
- Enhance brand recognition and social engagement

PRE-LAUNCH

- Market research and competitive analysis
- Creative strategy inspired by iAngels' brand assets
- Innovative data approach for maximal performance
- Define new potential personas as audiences
- Implement iAngels' offline strategy into the digital arena

ACTIONS



Expanding the investor community via new markets



A/B testing keeping only performing ads



Emphasising brand identity through multiple social channels



Using a unique demographic approach for accredited investors



Optimizing leads according to client feedback and lowest CPA

RESULTS

Within a short period of time, we reached the CPA and KPI goals of accredited investors and became an integral part of iAngels' marketing strategy, as well as the brand's experts in digital media.