

# American Century Finds 10x Difference in Performance Between Marketing Partners

American Century Investments decided it was time to evaluate the performance of its Facebook advertising. So the company invited several Facebook Marketing Partners to participate in a bakeoff to see who could drive the most leads using a combination of Facebook and Instagram.

AdParlor was one of the contenders, and it set its sights on a lofty mission: proving that with the right approach it is possible for the financial services industry to efficiently generate leads using social media advertising.

## Approach

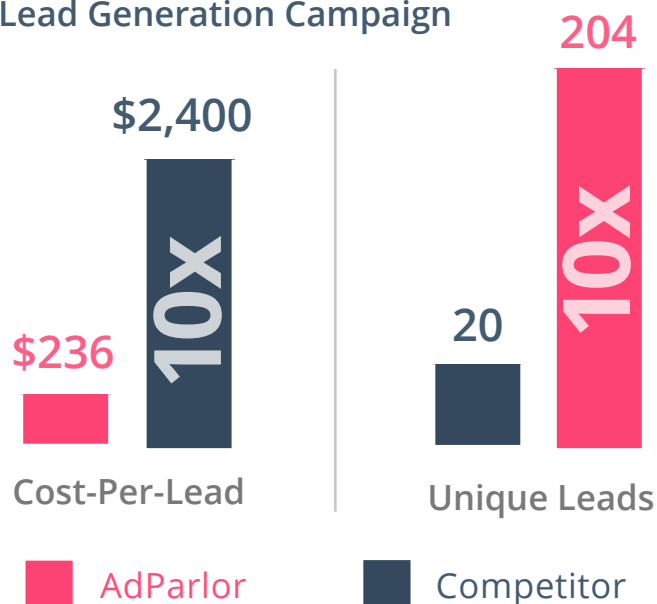
AdParlor crafted audiences and also targeted Lookalike Audiences based on the company's website visitors and anonymized CRM data.

These audiences were then targeted with a combination of Link, Lead Gen, and Carousel ad units on Facebook and Instagram.

## Results

Halfway through the bakeoff AdParlor was already the clear winner, generating more than ten times the number of leads than its bakeoff opponent.

### Lead Generation Campaign



“At American Century Investments we pride ourselves on being as smart with the company's money as we are with our clients' money. When it comes to our social advertising, **AdParlor is clearly the smart choice.**”

- Adam Sokolic; Senior VP of Retirement and Client Marketing.

