



Accord

Overview

Accord Financial is one of North America’s leading independent finance companies. They provide working capital solutions to small and medium-sized businesses in North America.

Its mission is to simplify access to capital to help its clients thrive. They provide a variety of services, including asset-based lending, financing (retail inventory, equipment, lender, media), factoring, and small business loans.



The campaign we conducted with War Room ended up getting our name in front of 3 million people who had some sort of connection with small business – in a country of 38 million people. Without question it was the largest and most successful brand development exercise we’ve ever done.

My number one reason for recommending War Room would really be the alignment of their values with ours. At Accord, we really strive to treat customers fairly to try and put them in situations to succeed and take that long term view. And I felt that War Room really shared those values.

**DARCY KINDRED,
VP OF OPERATIONS,
SMALL BUSINESS FINANCE,
ACCORD FINANCIAL**

Objectives

- ◆ Generate qualified leads from small and medium-sized businesses. Increase awareness of Accord Financial’s flexible funding solutions across North America.
- ◆ Support business recovery during the pandemic by simplifying access to capital for companies in need of working capital.
- ◆ Promote core financial services, including asset-based lending, equipment financing, factoring, and small business loans.

Challenges

- ◆ Accord struggled with brand recognition outside finance and sought to reach small business owners without financial intermediaries.
- ◆ Needed a smarter, data-driven approach to guide prospects from awareness to conversion.
- ◆ Needed a customized digital advertising plan designed to generate qualified leads and maximize ROI.

Solutions Implemented

- ◆ Launched hyper-targeted lead generation campaigns on Facebook, Instagram, and LinkedIn.
- ◆ Collaborated closely with the Accord team to map and analyze the client acquisition journey, identifying key touchpoints and optimizing for measurable results across the funnel.
- ◆ Implemented robust tracking and attribution systems to connect clicks and conversions with tangible outcomes, providing valuable insights to refine Accord’s overall marketing strategy.
- ◆ Built a proprietary first-party data asset through campaign-generated leads, empowering Accord with a direct line to thousands of small businesses for future remarketing and email outreach initiatives.

Results

↑ **4,436**
leads generated

↑ **\$34.07**
average CPA

↑ **3 mil +**
Canadian businesses reached

↑ **22.6%**
conversion rate