



OPENCORP BREAKS SALES RECORDS WITH HIGH-QUALITY PPC, SOCIAL AND VIDEO ADS, EMAIL AUTOMATION & SALE FUNNEL OPTIMISATION

OpenCorp, a top property investing business, needed to increase leads and sales following a year of major marketing challenges. The founders engaged Copilot Crew to help drive growth on several fronts, both digital and beyond.

We identified opportunities and rapidly dug into optimising the priority growth channels, from email, Meta Ads and landing page funnels, to Google Ads, video and YouTube Ads. Working closely with marketing and sales, we achieved big gains fast: tripling leads with our first funnel optimisation test, improving PPC conversion rates by 145% and leads by 160% in under 6 months, lifting many other channels for triple-digit growth. The record-setting sales numbers OpenCorp achieved show that teamwork really does make the dream work.

+160%

PPC CONVERSIONS

+145%

PPC CONVERSION RATE

90%

LEADS GENERATED



*"Not only are Candice and Hunter a pleasure to deal with since day one, we've seen amazing results working with Copilot Crew, and they've made a big impact on our business right from the start. **What's really impressive is how well they understand our entire client journey. As a result, they've helped us optimise not only our marketing, but the client fit and our sales cycles have also benefited greatly. I couldn't recommend them more highly.**"*

Michael Beresford, Investments Director, OpenCorp



OpenCorp.

HOW WE GOT THE WINS:

- Conversion & Landing Page Optimisation
- Google Ads, YouTube Ads & PPC Optimisation
- Facebook & Instagram Ads
- Video & Content Marketing Optimisation
- Email Marketing & Automation Sequences

COPILOT  CREW

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