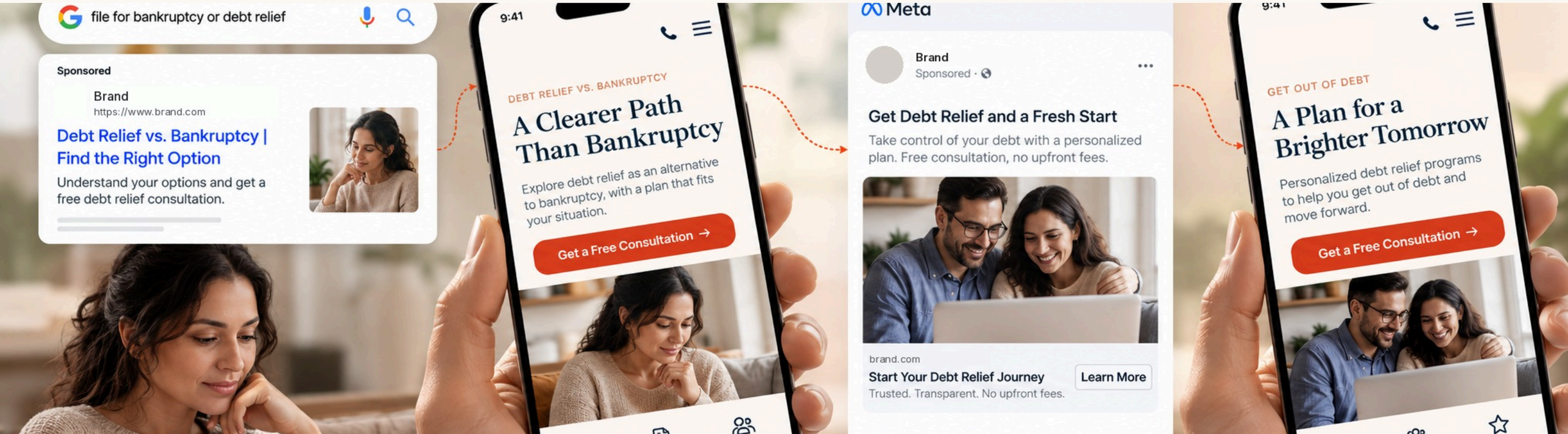
CUSTOMER STORIES

fibr.ai

HOW A LEADING US DEBT RELIEF COMPANY SCALED FROM TWO LANDING PAGES TO 300+ MATCHED EXPERIENCES IN THREE BUSINESS DAYS



fibr.ai

↑9%

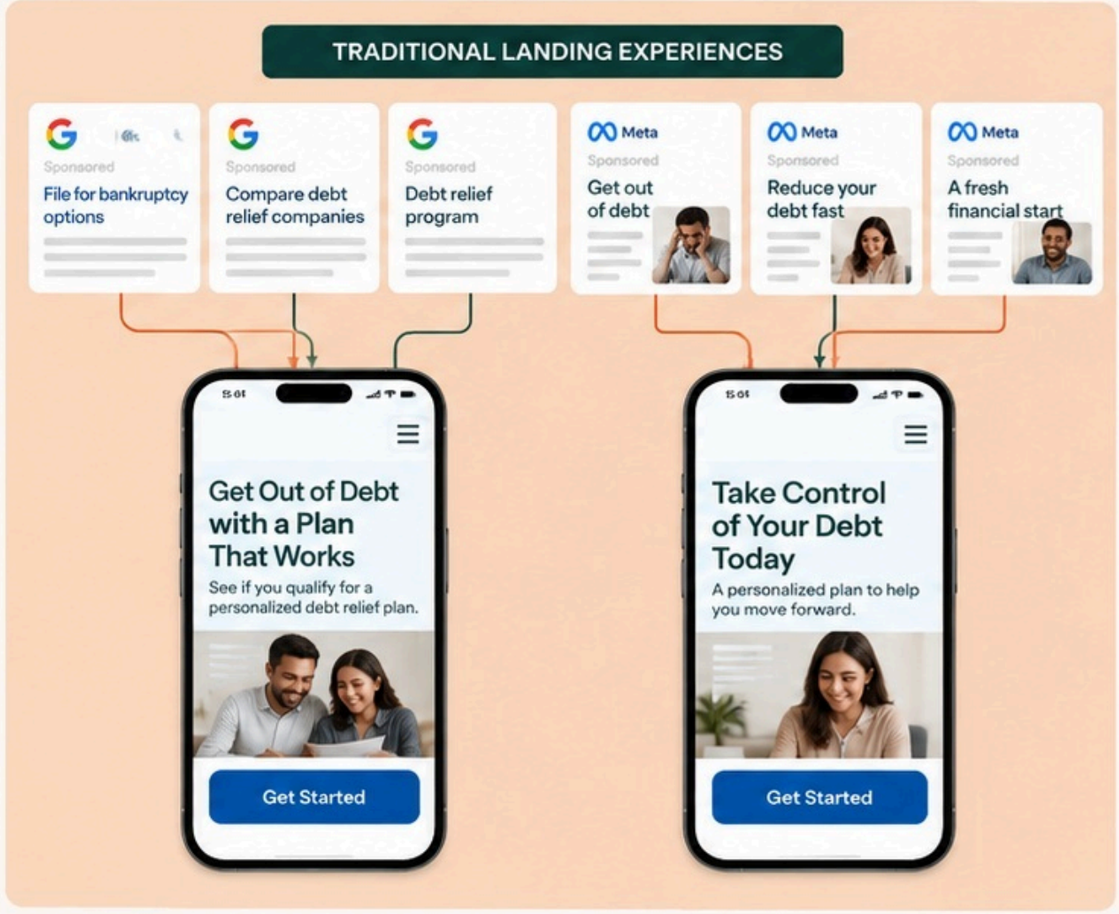
BOTTOM-FUNNEL CONVERSIONS

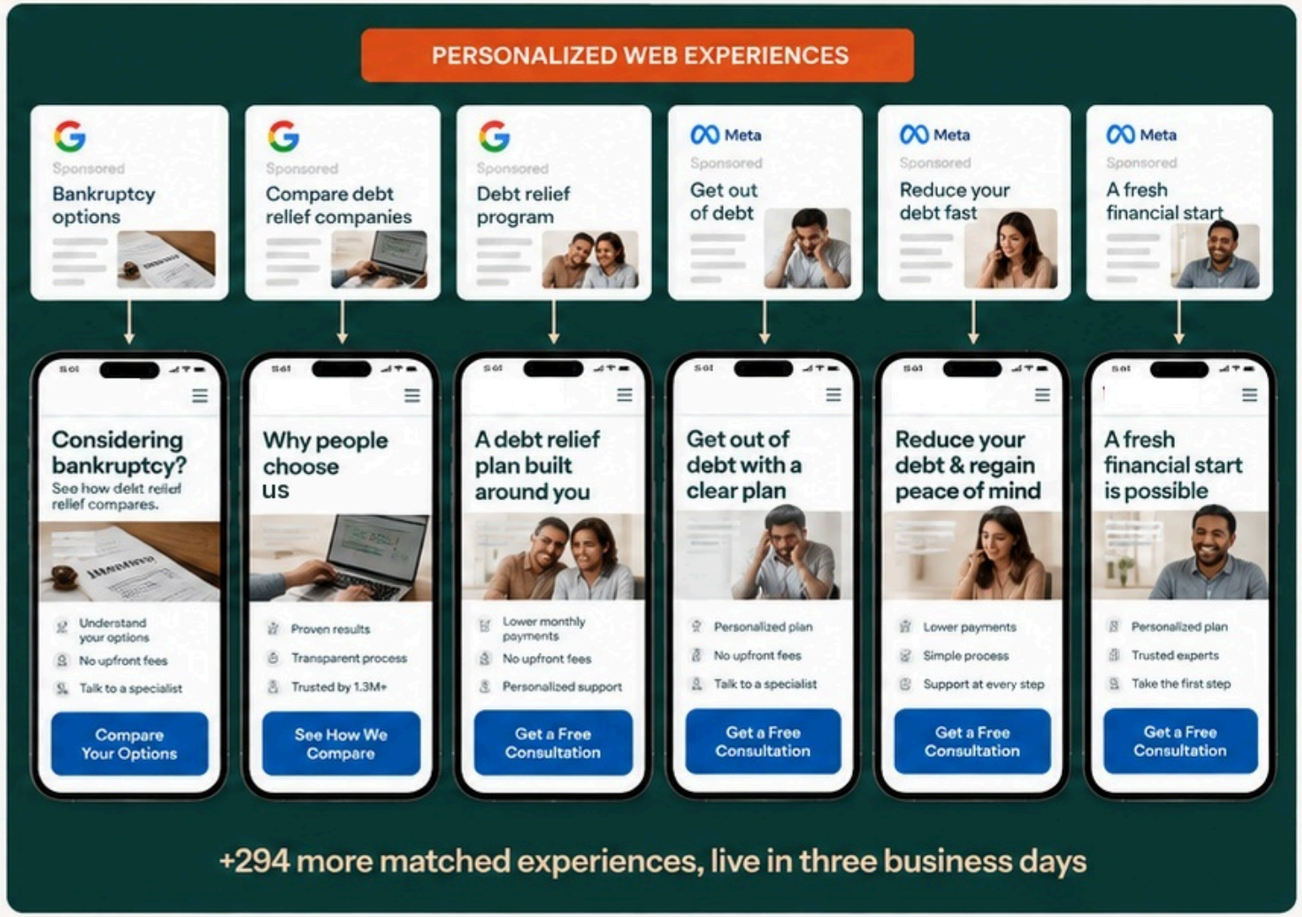
More visitors completed the final step, from the same Google and Meta traffic.

→ **The gap:** Bankruptcy, competitor and debt relief ads all landed on one page per channel.

→ **How Fibr AI helped:** Gave every ad its own matched experience, 300+ live in three business days.

→ **The result:** Bottom funnel up about 9%, top of funnel up 12%, engagement up 23%.





The company, at a glance.

One of the leading debt relief companies in the United States. It helps people manage and resolve unsecured debt through personalized plans and negotiations with their creditors, and was named Forbes Advisor's Best Debt Relief Company for 2026, its fourth year in the top position.

FOUNDED	2009
INDUSTRY	Consumer Financial Services (Debt Relief)
EMPLOYEES	2,000+
GEOGRAPHY	United States, 45 states, headquartered in New York
RECOGNITION	Forbes Advisor's Best Debt Relief Company for 2026, four years running
USE CASE	Ad to landing page personalization for Google and Meta Ads

SCALE OF OPERATIONS

1.3M+
People helped since 2009

$11.5B+
Debt resolved

45
States served

2,000+
Employees

THE CAMPAIGN IN FOCUS

Paid campaigns on Google Search and Meta, covering bankruptcy keywords, debt relief competitor keywords, and debt relief messaging. Google traffic went to one landing page and Meta traffic to another.

fibr.ai

The team could already run tests.
They couldn't build variants fast enough to run enough of them.

A STRONG TESTING HABIT

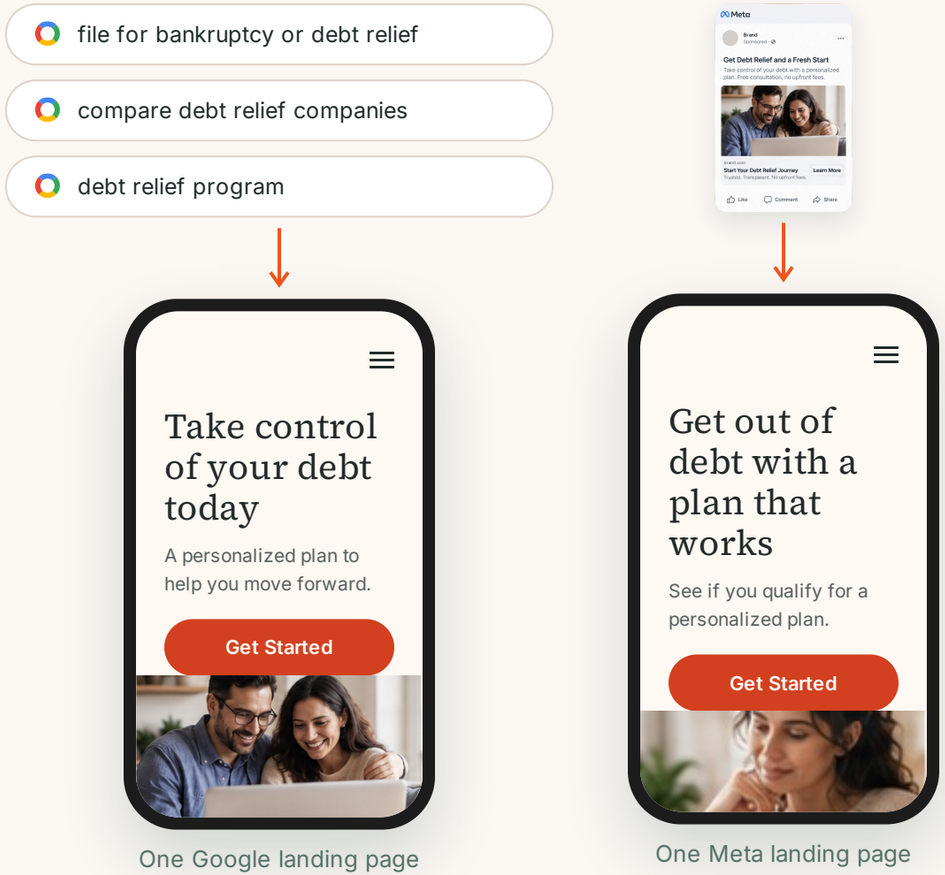
The growth team ran their own experiments in AB Tasty. The goal was to test faster and lift conversion rates on paid traffic.

ONE PAGE PER CHANNEL

Bankruptcy, competitor and debt relief searches all landed on one Google page. Every Meta ad landed on one Meta page.

THE COST OF THE MISMATCH

Every intent without its own page was a conversation the page wasn't having, and every test the team couldn't launch was a question left unanswered.



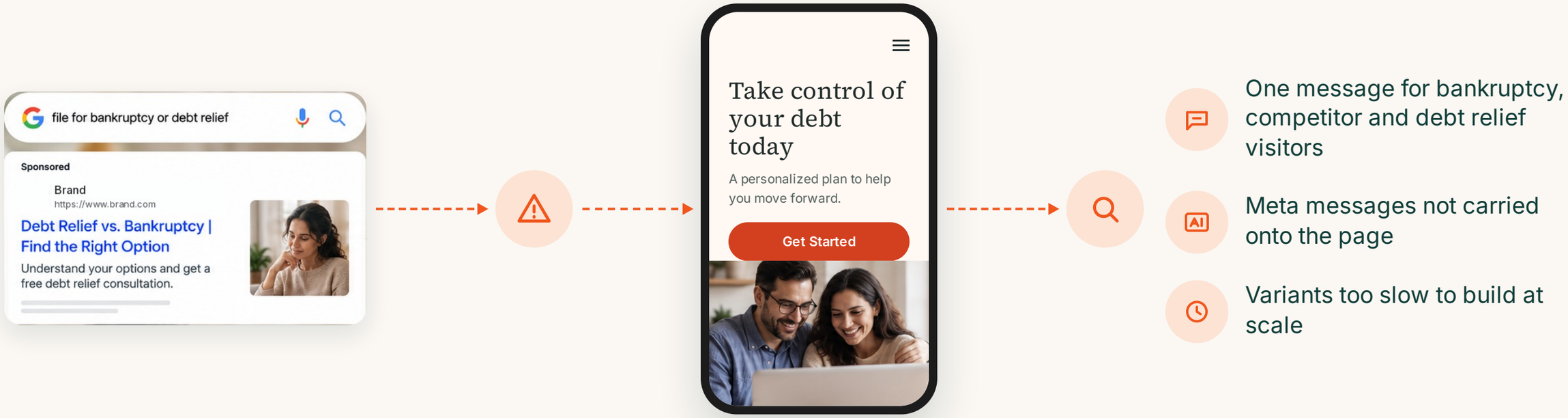
One Google landing page

One Meta landing page

Every experiment needed: An idea → **Building each variant** → Review → Launch in AB Tasty

fibr.ai

Two landing pages were answering every reason for clicking.
Most visitors read a message written for someone else.



THREE INTENTS ON ONE GOOGLE PAGE.

Bankruptcy, competitor and debt relief searches arrived with different questions, and found the same answer.

EVERY META AD ON ONE PAGE.

The message that earned the click on Meta wasn't the message the visitor saw next.

THE TOOL WASN'T THE LIMIT.

AB Tasty could run the tests. Building a variant for every intent was what held the program back.

Fibr built personalization on the signals every click already carried: what the visitor searched for, and which channel brought them.

GOOGLE SEARCH: THREE KEYWORD INTENTS

01 Bankruptcy keywords

Weighing bankruptcy, and need to see how debt relief compares

- file for bankruptcy or debt relief
- bankruptcy alternatives

02 Competitor keywords

Comparing debt relief companies, and need a reason to choose

- compare debt relief companies
- [competitor] reviews

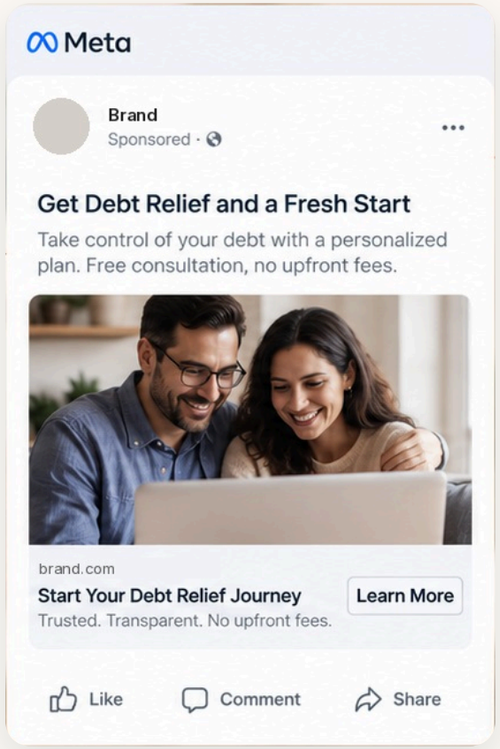
03 Debt relief messaging

Looking for help, and need a clear and reassuring next step

- debt relief program
- how does debt relief work

Illustrative keyword examples

META: THE AD'S OWN MESSAGE



Meta visitors arrive from a message, not a question, so each page carried that message forward.

fibr.ai

The company went from two landing pages to 300+ experiences, live in three business days without a single engineering ticket.

SPEED TO GO-LIVE

BRIEF TO LIVE IN THREE BUSINESS DAYS.

More than 300 experiences went live with no engineering involvement at any stage.

BRAND & COMPLIANCE

FINAL SIGN-OFF WAS DECISIONS, NOT CORRECTIONS.

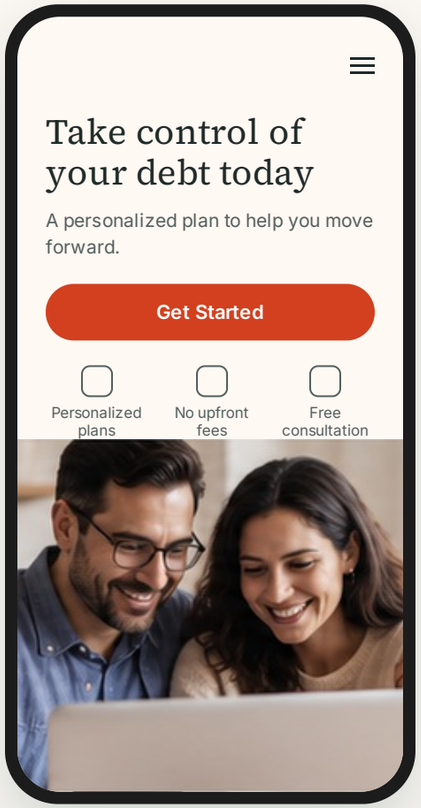
Variants arrived ready for review, so the team's time went to choosing what to test, not fixing copy.

SAME PAGE, NEW MESSAGE

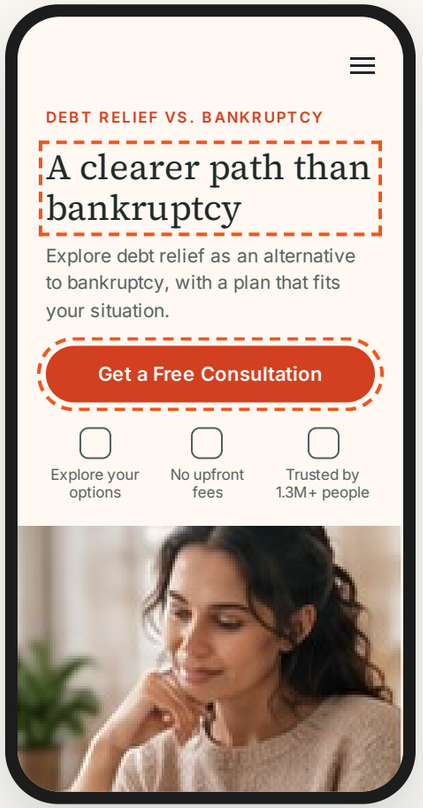
THE STRUCTURE STAYED. THE CONVERSATION CHANGED.

No layout changes. Each visitor saw a first message matched to the ad or search that brought them.

BEFORE



AFTER

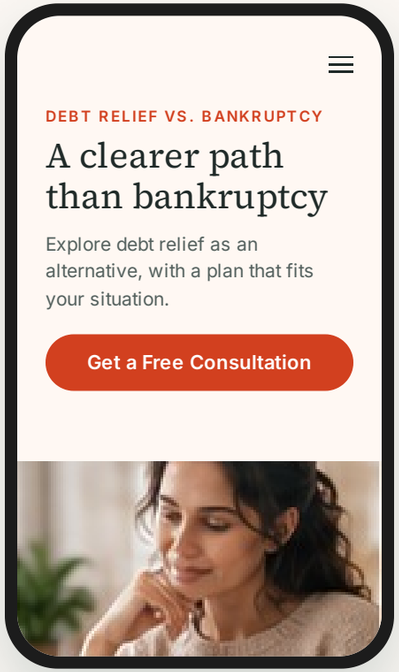


fibr.ai

The same URL, now starting a different conversation for every ad that pointed to it.

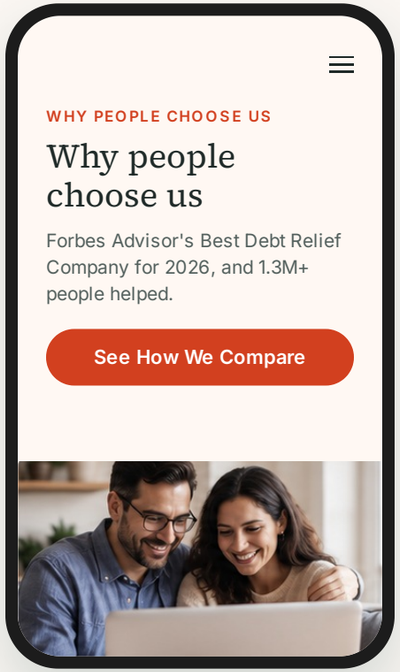
file for bankruptcy or debt relief

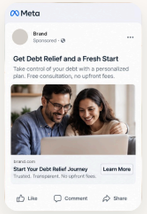
Sponsored
Debt Relief vs. Bankruptcy | Find the Right Option



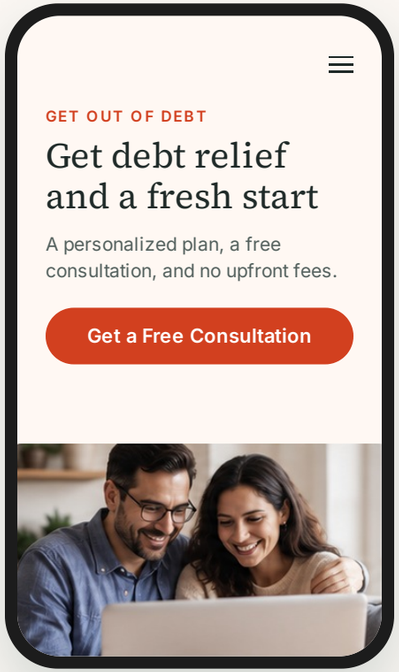
compare debt relief companies

Sponsored
Why People Choose Us





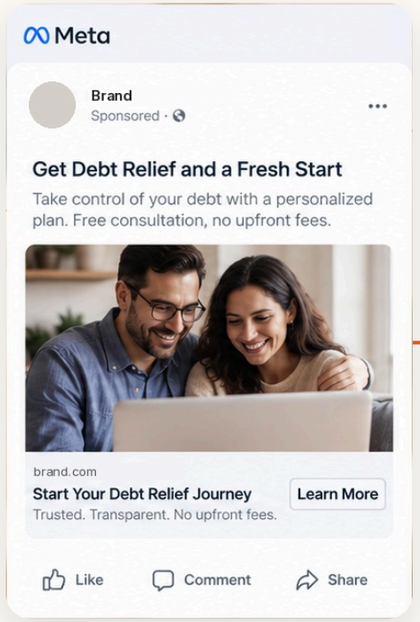
Clicked a Meta ad:
Get Debt Relief and a Fresh Start



Every screen after the click carried the ad's message, from the first fold to the free consultation.

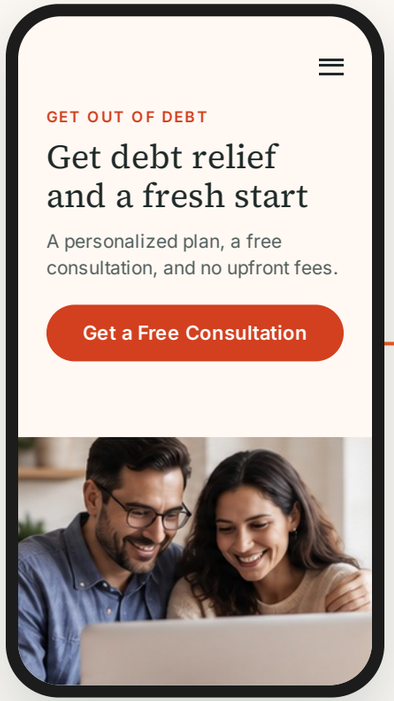
The Ad

A Meta ad offers debt relief, a fresh start, and a free consultation.



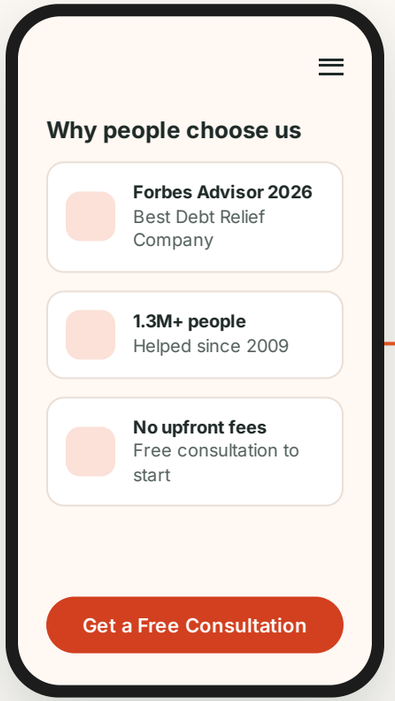
The First Fold

The headline repeats the promise of the ad.



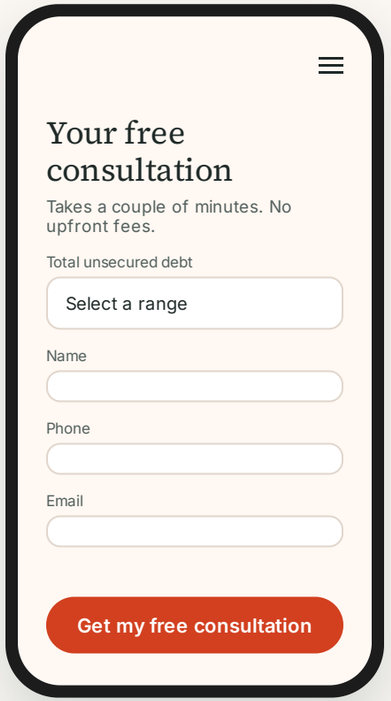
The Reasons to Trust

Proof that answers the questions this visitor has.



The Next Step

One clear step: the free consultation.



fibr.ai

Every stage of the funnel moved, starting at the top.

Personalized experiences vs the original pages

Control Personalized

Indexed to control = 100. Controlled test from 9 June onwards, same Google and Meta traffic.



Some cohorts led the way

Results varied by cohort, and some clearly outperformed the rest.

That variation is useful in its own right. It shows the team where matching the message to the intent matters most, and where to aim the next round of tests.

BOTTOM-FUNNEL CONVERSIONS

↑~9%

More visitors completed the final step, from the same ad traffic.

TOP-OF-FUNNEL CONVERSIONS

↑12%

More visitors took the first step on the page.

ENGAGEMENT RATE

↑23%

Visitors spent more time and did more on the matched pages.

SPEED TO GO-LIVE

3 days

300+ experiences in three business days, no engineering tickets.

What you can learn about experimentation at scale for paid traffic.

INSIGHT 01

The testing tool wasn't the bottleneck. Building variants was.



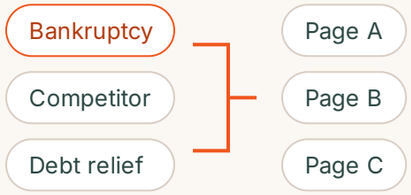
300+ *Experiences live in three business days, alongside the team's existing testing*

The team already had an experimentation platform and a team that knew how to use it.

Once variants no longer had to be built one at a time, the pace of testing was set by the team's ideas, not by production.

INSIGHT 02

Bankruptcy, competitor and debt relief searches are three different conversations.



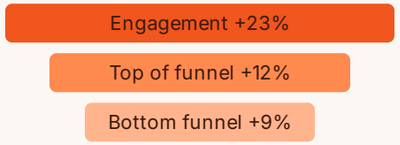
↑12% *Top-of-funnel conversions once each intent had its own page*

Someone weighing bankruptcy, someone comparing companies, and someone looking for help are at different points in the same decision.

A single page per channel has to pick one of those conversations. Matching the page to the intent let it have all three.

INSIGHT 03

Relevance shows up first at the top of the funnel.



↑~9% *Bottom-funnel conversions, from the same spend*

A matched message earns attention first, and each step down the funnel narrows the group.

That makes a 9% lift at the bottom, where the business result is, the number that counts most.

fibr.ai

Turn your URLs into infinite web experiences

Website
fibr.ai

Email
sales@fibr.ai