

Increasing Conversion Rates by almost 100%

ClearPoint: An Internet Marketing Case Study

www.clearpointfinancialsolutions.org

ClearPoint's Unique Situation...

For over 30 years, ClearPoint Financial has offered personalized financial solutions to its customers. ClearPoint had been managing a pay per click search engine marketing campaign in-house, creating traffic to their website. When personnel changed, they no longer had those internal marketing resources. They were looking for an experienced marketing company to handle their online marketing, and reached out to us.

Challenges in Creating their Marketing Plan...

- How can we increase conversions (completed applications) without ClearPoint investing more in marketing costs?
- How can we take the reins of an already existing campaign and bring about almost immediate improvement?
- How can we quickly implement ClearPoint's new campaign, and increase sales during a peak season?



Overcoming Challenges with Solutions...

After analyzing the details and results of their current pay per click campaign, we did comparison research to current industry standards. Following the comparison, we identified several opportunities to improve productivity of their marketing campaign. With these findings and working directly with our Agency staff at Google, a reorganized online marketing campaign was launched increasing visibility at lower costs.

Results, Feedback and Client Satisfaction...

With the optimized and re-organized search marketing campaign, ClearPoint has:

- Increased website traffic by 50%
- Increased conversion rate by 91%
- Lowered the cost of each conversion by 50%

"Within a month of taking the reins of our search engine marketing campaign, WSI reduced our cost-per-click dramatically while driving more, higher-quality traffic to our site. Their approach was strategic and focused. I appreciate their knowledge, their professionalism, and their ability to communicate clearly."

Allie Vered, Marketing Director at ClearPoint



Driving Your Business Success Online

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