



Case Study

We modernized a 15-year Google Ads account and rebuilt conversion paths, driving a record customer acquisition month (+15%) and nearly 60% representative recruitment growth with higher-quality leads.



Industry:
Fintech

What the client does:
Merchant Services



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The Problem

An outdated Google Ads account was wasting spend on the wrong audience with unstable costs, and a new website was not converting, so the client needed reliable, compliant improvements.





Key Issues for Paid Ads



Outdated Ads Strategy

A 15-year old Google Ads setup relied on deprecated targeting and little optimization, leading to inefficient performance.



Targeting the Wrong Audience

Direct-to-customer campaigns delivered low value, with 90%+ of leads failing to convert into meaningful revenue.



Escalating Spend Without Strategic Control

Budgets fluctuated, sometimes doubling, as the main lever for volume, causing inconsistent costs and diminishing returns.



Key Issues for Organic Search



Underperforming Website After a Redesign

A costly redesign did not improve conversions, and poor site performance limited the impact of paid traffic.



Avoiding Risky or “Blackhat” Tactics

They needed a trusted partner to improve results without shortcuts that could harm credibility.

The Solutions

We tailored our Paid Advertising services to the solution with the highest revenue potential: target new representatives of the business to sell our services to our end customers.



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The Solutions



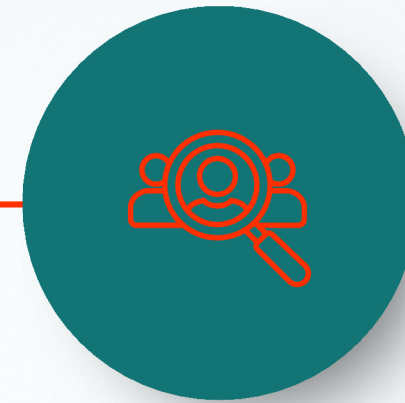
Introducing New Campaign Types

We launched new Google Ads campaign types to replace the account's outdated structure and better align with business goals.



Advanced Targeting and Retargeting Strategies

We used persona, retargeting, and geo targeting to improve lead quality and reduce wasted spend.



Precision Targeting Through Search Patterns and Interests

We analyzed search behavior and interests to find and scale high-converting recruitment audiences.



Optimizing the Website for Conversions

We rebuilt key landing pages and restored proven pages so paid traffic converted more consistently.

Learn more at fourfront.us



The Results

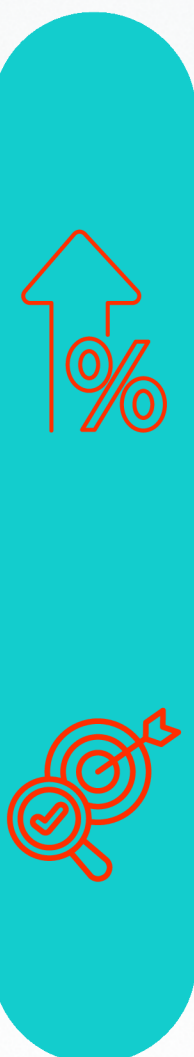
We delivered unprecedented results for the client, transforming both lead quality and business growth.



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The Results



Record-breaking Customer Acquisition

The client hit an all-time high in customer acquisition in a month – surpassing the previous high by 15%

Significant Recruitment Growth

New representative growth improved significantly with nearly 60% growth in recruitment – and counting.



Improved Lead Quality and Engagement

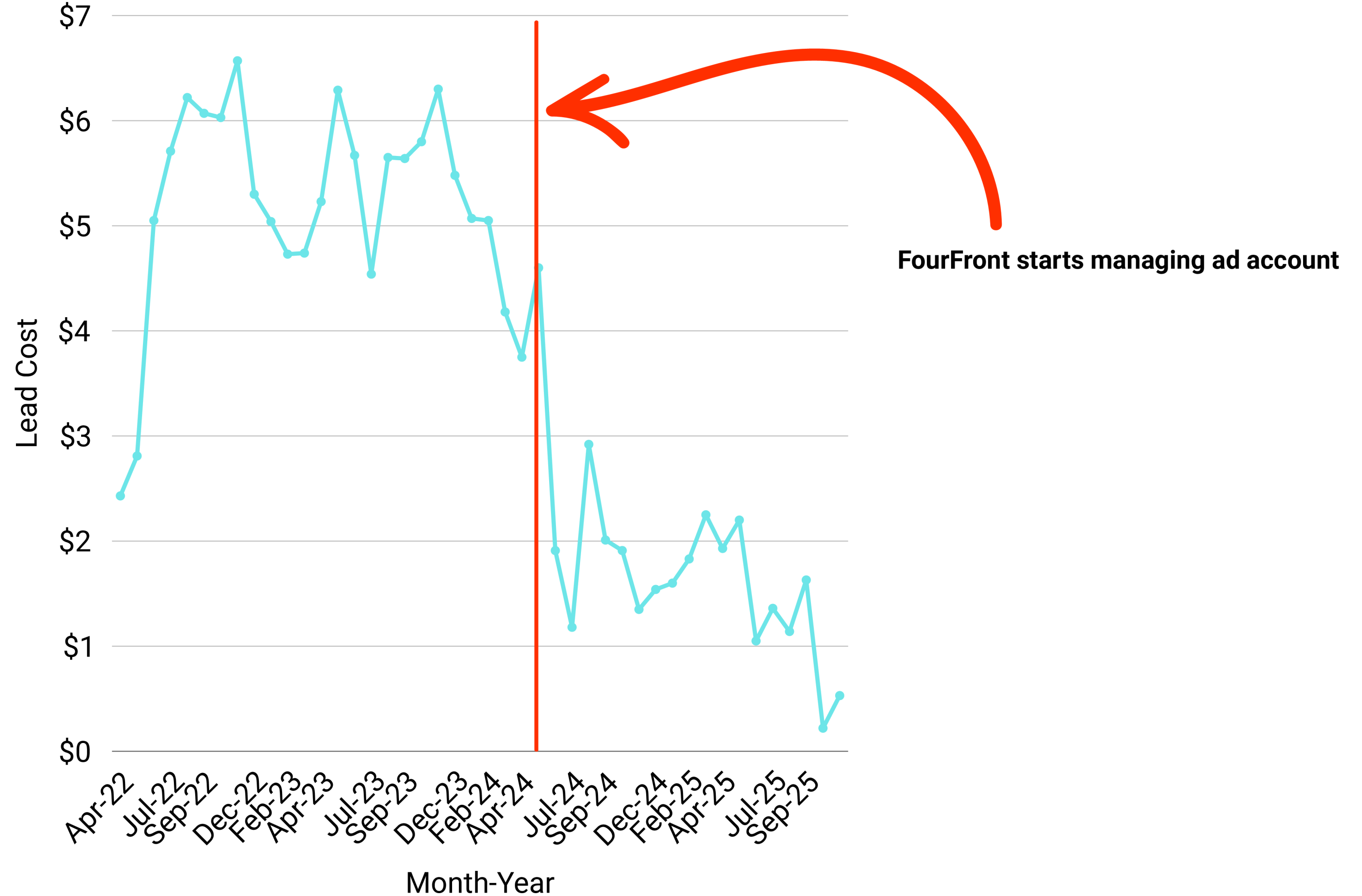
Conversions increased 6% in year one and are tracking to 21% over two years.

Steady Organic Growth

Organic visibility and conversions continue to grow as a result of ongoing optimizations.

Lead Cost (Paid Ads)

FourFront Started in June 2024



Highest Number of New Customers in a Month


Before FourFront

175

After FourFront

200

... and counting



Schedule a Strategy Call



Email
sales@fourfront.us



Website
www.fourfront.us