

Spending less to win the *right* customers

We modernized a 15-year-old Google Ads account and rebuilt the conversion paths behind it, driving a record customer-acquisition month and nearly 60% recruitment growth, with higher-quality leads at a fraction of the cost.

INDUSTRY

Fintech

WHAT THE CLIENT DOES

Merchant Services

THE PROBLEM

The account was busy.
But the spend was aimed at the wrong audience,
and the new site wasn't *converting*.

Three gaps in the paid account.

01 Outdated ads strategy

A 15-year-old Google Ads setup ran on deprecated targeting with little optimization, leaving performance inefficient.

02 Targeting the wrong audience

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

03 No strategic control

Budget was the main lever for volume, sometimes doubling, causing unstable costs and diminishing returns.

Two more, on the organic side.

04 Underperforming site after a redesign

A costly redesign didn't improve conversions, and poor site performance capped the impact of paid traffic.

05 No room for risky or "blackhat" tactics

They needed a trusted partner to improve results without shortcuts that could put their credibility at risk.

THE SOLUTIONS

A strategy aimed at the *highest-converting* leads.

We focused Paid Advertising on the opportunity with the highest revenue potential: recruiting new representatives of the business, who would in turn sell our services to the end customer.

Four moves, one focus.

01 Introduced new campaign types

We launched modern Google Ads campaign types to replace the account's outdated structure and align it with business goals.

02 Advanced targeting and retargeting

We layered persona, retargeting, and geo targeting to lift lead quality and reduce wasted spend.

03 Precision targeting from search behavior

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

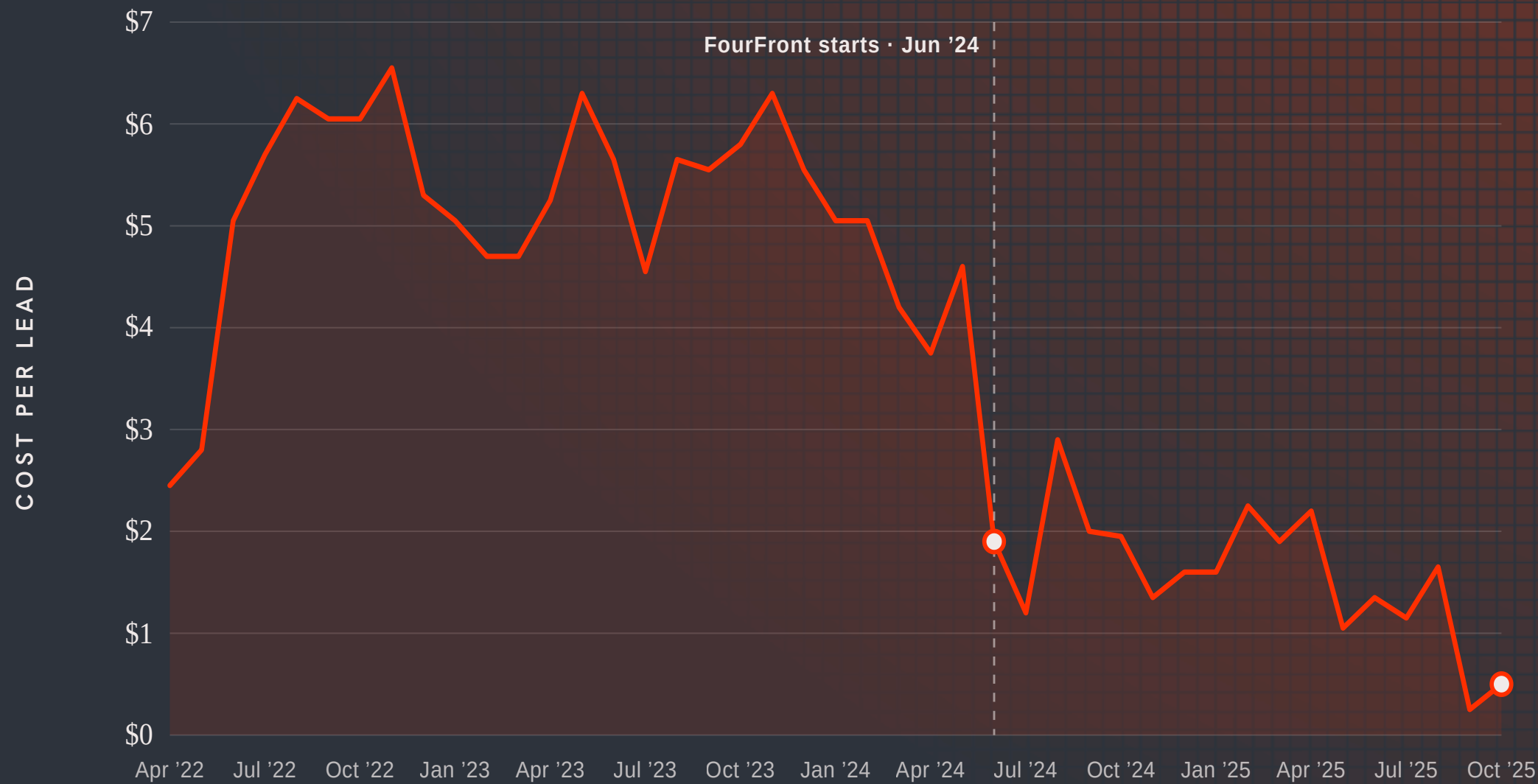
04 Optimized the website for conversions

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

THE RESULTS

Unprecedented results,
transforming both lead quality
and business growth.

Lead cost, before and after.



~65%

LOWER COST PER LEAD AFTER FOURFRONT

\$5.14 → \$1.82

AVG. MONTHLY COST PER LEAD, 12 MO BEFORE → AFTER

What moved?

+15%

Record-breaking customer acquisition

The client hit an all-time high for new customers in a single month, surpassing their previous record by 15% (175 → 200, and counting).

~60%

Significant recruitment growth

New representative recruitment grew by nearly 60%, with higher-quality leads, and counting.

21%

Steady organic growth

Conversions rose 6% in year one and are tracking toward 21% over two years as optimizations compound.

Better leads.

Improved lead quality and engagement

Organic visibility and conversions keep climbing as a direct result of ongoing optimization.

CLIENT TESTIMONIAL

“Working with FourFront, we’re spending half of what we used to spend and getting twice the result. It’s been crazy, crazy good for us.”

GET IN TOUCH

Schedule a strategy call.

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WEBSITE

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