

Case Studies and Results

Traffic History Case Study

Year 1 after Google adjustments/Implementation

Users increased by 21%

New Users by 22%

Sessions by 22%

Pageviews by 4.75%

Year 2 after Google Adjustments/Implementation

Users increased by 61%

New Users by 65%

Sessions by 35%

Pageviews by 10%

5 Year adjustments compared to baseline/benchmark

Users increased by 121%

New Users by 130%

Sessions by 28%

Pageviews by 36%

Avg. session Duration – 47% increase Bounce Rate – 53% decrease in bounce rate.

Category Case Study – Wealth Management

Year 1 – Zero digital marketing. 2,577 total pageviews the entire year.

Year 2 – Shift to Google ads in March with \$500/month budget which resulted in 33,000 page views at year end

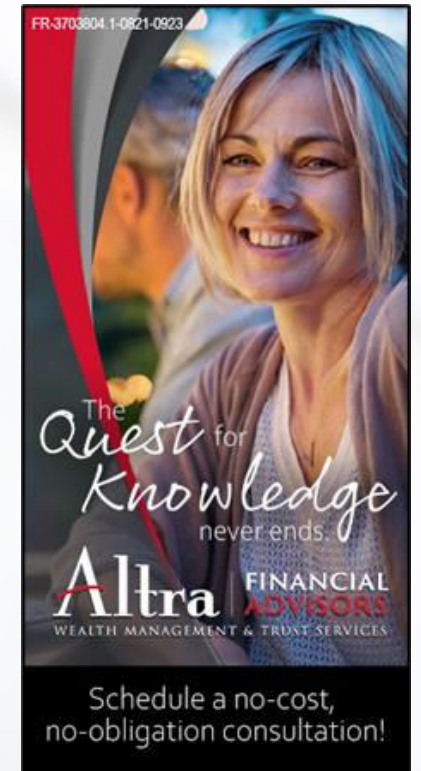
Year 3 – Increased budget to \$1,000/month then moved to \$2,500 to stay competitive. Over 70,000 sessions to wealth management website pages

Year 4 – Budget increased to \$3,000/month. More than 83,000 sessions to wealth management web pages.

Total exposure since Year 1 is over 32 million ads served, over 154K people clicked into targeted pages, with a total spend of \$43K

Targeted M/F ages 18+ with a household income in the top 40% - audiences include Retirement planning, 401K, Financial Portfolios, Investment Services, Financial Planning, Wealth Management

Year 4 results – Asset under management up 30%, Members up 7% and appointments up 309%!



BIZIO
CONSULTING



AFA Altra.org Digital Campaign Performance

Sep 20, 2021 - Oct 19, 2021

Compared to previous 30 days

Sessions
8,843
↑ 87.9%

Impressions
1,471,072
↑ 99.3%

Clicks
10,144
↑ 93.7%

Cost
\$2,839.28
↓ -1.4%

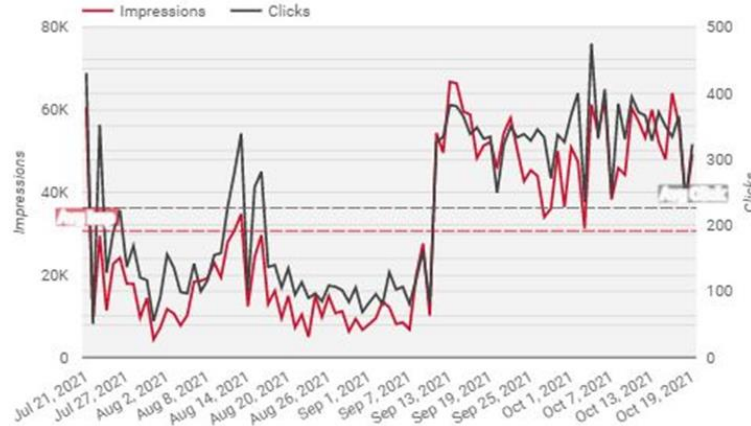
CPC
\$0.28
↓ -49.1%

CTR
0.69%
↓ -0.02%

Traffic Trend
Last 90 Days



Google Ads Impressions, Clicks and CTR Trends
Last 90 Days



AFA Page Engagement
(traffic clicking within content block on page)

Campaign	Sessions	Conversions	Conversion Rate
AFA_Texas	3,659	5	0.14%
AFA_La Crosse	2,743	0	0%
AFA_Rochester	2,441	3	0.12%

Campaign Table

Campaign

Campaign	Sessions...	% Δ	Impressions	% Δ	Clicks	% Δ
AFA_Texas	3,659	90.9% ↑	542,385	131.9% ↑	4,276	95.6% ↑
AFA_La Crosse	2,743	83.1% ↑	523,888	86.2% ↑	3,085	92.1% ↑
AFA_Rochester	2,441	89.1% ↑	404,799	81.5% ↑	2,783	92.7% ↑

Sample Adjustments/Suggestions

Create individualized campaigns for high return areas:

- Implemented individual Mortgage Lender campaigns – 43% lift in traffic since changes were implemented.
- Created individual campaigns to drive traffic to high deposit areas
- Targeted Email Promotions to capture high intent users and market to them in various channels (email/social/display) – Cross reference loan openings or deposits with users who were impacted by our ad campaign
- Move as much as you can in-house! Save your service fees and add it to your budget.
- Adjust bid strategy to follow a more engaged/qualified user. Match this traffic up with a quality dashboard in order to measure ROI.