



# HARBOR FINANCIAL

Harbor Financial is an investments and insurance firm with locations across the U.S. Before working with Logical Position, Harbor Financial set up a limited number of Google Ad campaigns but didn't have time to manage them or implement conversion tracking.



## 390%

Increase in Conversion Rate



## 230%

Increase in Conversions



## 186%

Increase in Click Through Rate



## 74%

Decrease in Cost-Per-Conversion



Total Cost Decreased 15%



Average Ad Position Increased 19%

## GOALS

Harbor Financial aimed to grow their client base through a range of highly targeted campaigns across the Google Search Network.

## RESULTS

After only 6 months with Logical Position, Harbor Financial increased their total conversions and conversion rates to record levels. Their ads received more exposure through higher positioning on the search results page, contributing to a much higher click-through-rate and more site traffic. The company was able to accomplish these gains by spending less on each conversion than they did previous to partnering with Logical Position.



*In the past, we shopped around many times for online marketing companies and we are extremely happy that we have found a home at Logical Position. They have been professional and helpful from the first day that we spoke and we unquestionably and without reservation recommend their services. If you are looking for a group of professionals to manage your pay per click campaigns, Logical Position will certainly exceed your expectations!*



**- Sam Hall**

President, Harbor Financial Services