Marketing Performance

CASE STUDY

Taking Financial Services to the Top

CAPTEVRIX

SEGMENT

Captevrix is a full service marketing agency with one specialty: **YOUR SUCCESS**! We believe marketing is only effective if your investment is systematically tracked proving your investment is helping your business grow!

TRIAD FINANCIAL SERVICES since 1959

One such business is Triad Financial Services. After reaching out to us to increase their web performance, they saw astronomical growth in as little as one year.

There were many factors that were affecting Triad Financial Service's lead generation and visitor performance. Following growth driven design best practices and using content driven strategies, we improved several aspects of the website to boost marketing performance.

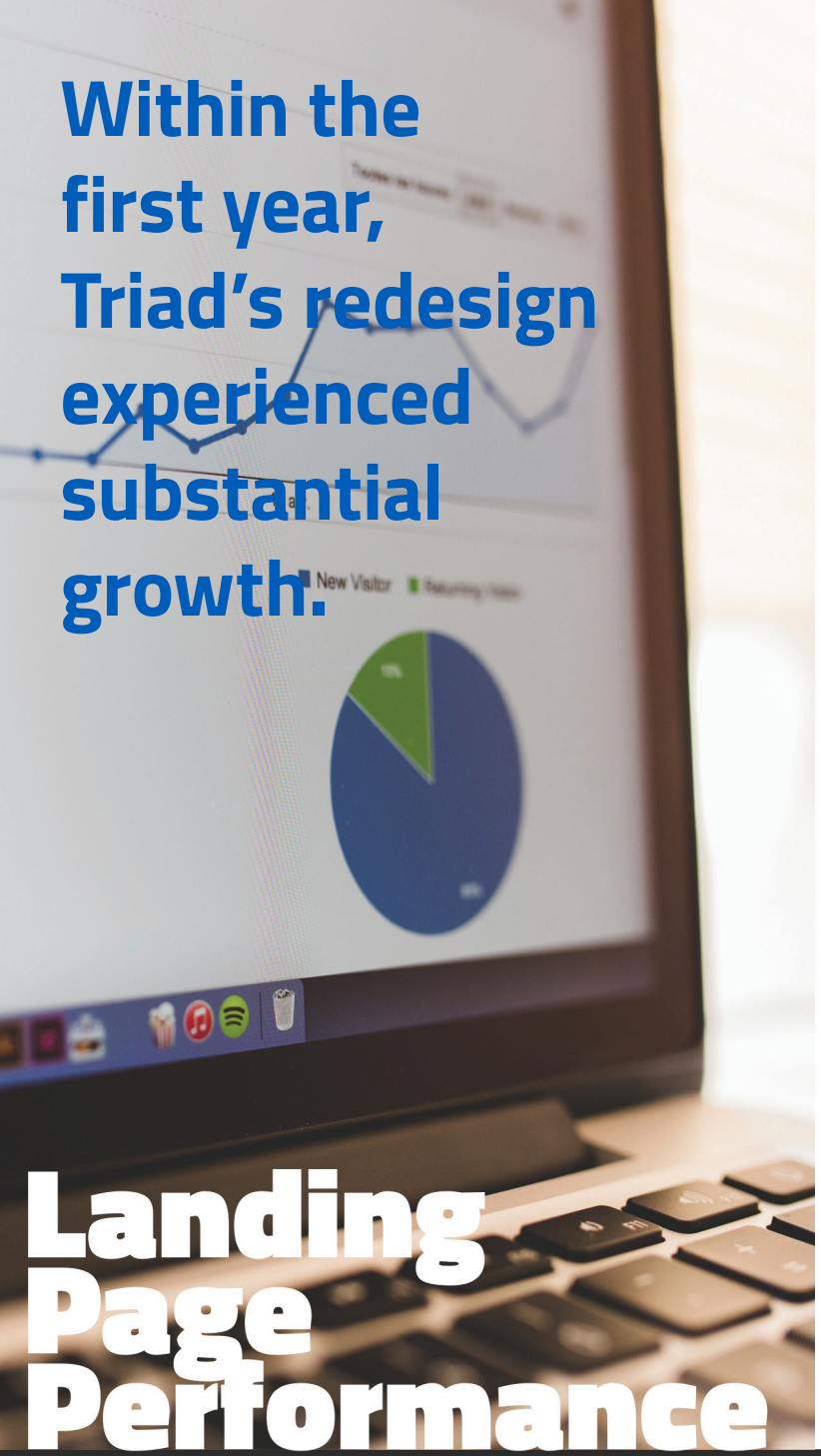
The Process

Implemented consistent publishing of blogs and social media posts.

Introduced effective landing pages and eye-catching CTA's to boost leads.

Emphasized information and created content visitors were looking for.

Utilization of both short-tail and long-tail keywords while analyzing competitors.



Within the first year, Triad's redesign experienced substantial growth.

Marketing Performance

181% Visit Increase
From 78,854 to 194,661

155% Contact Increase
From 1,578 to 3,757

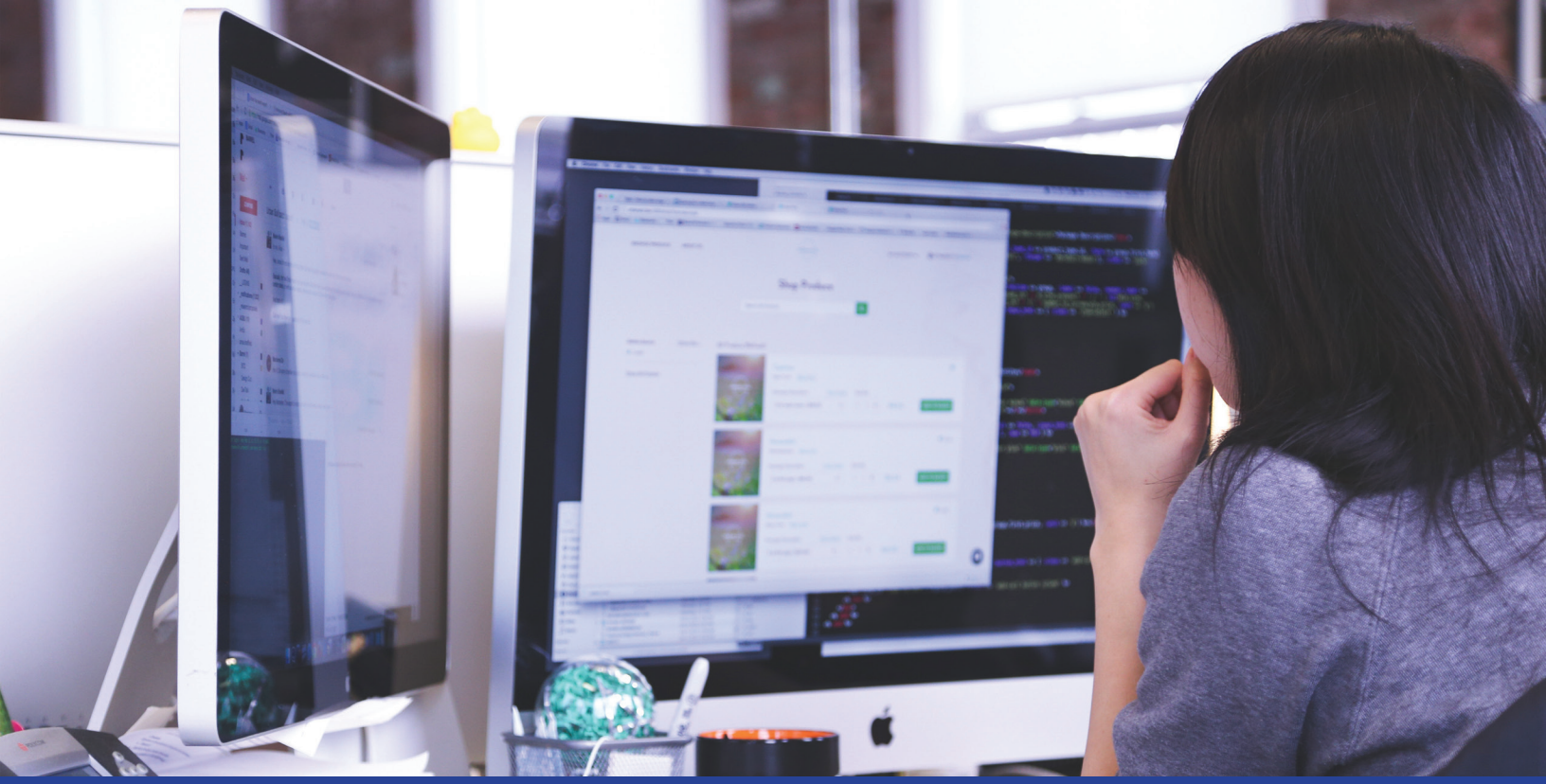
766% Lead Increase
From 221 to 1,924

Landing Page Performance

1209% Viewership+
From 1,416 to 16,606

447% Submissions+
From 287 to 1,439

528% New Contacts+
From 194 to 1,117



Blogging Performance

73 Blogs
Published
From 7

8420%
View Increase
From 160 to 8,776

Email Performance

300%
Open Rate Increase
From 607 to 2,360

121%
Click Rate Increase
From 37 to 73

Let's Get Started

Could your online performance use some help? Let's work together to produce more traffic to your website and start getting real results.

CAPTEVRIX

- ☆ Plan & Strategize
- ☆ Create Unique Content
- ☆ Follow Best Practices
- ☆ Develop & Publish
- ☆ Engage Visitors

Interested?

Click here to schedule a no-obligation, free consultation >>

Thank You!