

A/R FUNDING

FINANCE CASE STUDY



OPTIMAL RESULTS FOR OPTIMAL ROI.



OBJECTIVES & CHALLENGES

This client was working with an agency who restarted their digital campaigns from scratch without the client's understanding or approval, abandoning years of history and campaign data. This caused the campaign performance to plunge and lead volume dropped greatly.



SOLUTIONS

The Drastic Impact team offered pay per click (PPC) services with keyword level conversion tracking, stellar campaign setup and ongoing management. We helped guide the development company contracted for the website to improve the landing pages for more conversions and effective conversion tracking.



KEY METRICS

Our services have performed much better for the client, and they have expanded services to grow the PPC campaign by double in the first few months. Lead volume is now a multiple of what they were recently receiving from the other agency.



"Drastic Impact has had a significant impact on our lead volume and even more so on our lead quality. The strong results in 2021 leads generated through PPC contributed 30% of new business generated. The leadership and management with Drastic Impact have been stellar. We are proud to work with you."

ADAM

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