

## Case Study

# From Low Conversions to High-Performance Acquisition for FlexPoint Mortgage

## Overview

FlexPoint Mortgage approached us with a critical challenge: their Google Ads campaigns were generating traffic, but **conversion rates were extremely low**, ad strength was only average, and their landing page experience was hurting performance. The existing landing pages had **no keyword relevance, weak UI/UX, and only a single form**, leading to high drop-offs.

With performance slipping, FlexPoint needed a full-funnel revamp from campaign structure to landing page optimization to lead management.

By restructuring their Google Ads, launching conversion-driven landing pages, and integrating Insellerate CRM for faster lead handling, we achieved a dramatic improvement:

**From 2.84% CVR in June to 14.65% CVR in November.**

Campaign ↓	Conv. rate
June 2025	2.84%
July 2025	7.66%
August 2025	13.37%
September 2025	13.65%
October 2025	14.16%
November 2025	14.65%

## The Challenge

### Primary Issues Identified

- **Low conversion rate:** 2.84% from Google Ads traffic.
- **Average ad strength:** lacked keyword relevance, variations, and compelling CTAs.

- **Landing page limitations:**
  - Only a form, no educational content.
  - No relevant keywords.
  - UI wasn't interactive or optimized for mobile.
- **No segmentation in campaign structure:** One-size-fits-all ads for different mortgage segments.
- **Lead follow-up gaps:** Slower response times affecting conversion.

## Objective

Improve Google Ads conversion rate and lead quality while maintaining cost efficiency.

## Our Strategy

### 1. Rebuilt the Entire Google Ads Structure

We moved from a generalized structure to a segmented, intent-driven model:

- **4 dedicated ad groups targeting 4 key mortgage segments.**
- Improved ad strength by rewriting ad copies with strong value propositions, keyword-rich headlines, and multiple sitelinks & extensions.
- Enhanced quality scores and relevance across the board.

### 2. New Landing Pages for Every Segment

To align with each ad group, we built **high-performance landing pages** optimized for conversions.

Example:

<https://flexpointinc.com/non-qm-mortgage-loans/>

Key elements added:

- Clear value props for each mortgage type.
- Keyword-rich content to increase relevance & Quality Score.
- Multiple trust elements: badges, FAQs, explainer sections, and CTAs.

- Faster, cleaner, mobile-optimized UI.
- Form above the fold + contextual CTAs throughout.

### 3. Lead Management Upgrade With Insellerate CRM

- Integrated Google Ads leads into Insellerate for instant routing.
- Faster response times led to higher contact & conversion rates.
- Implemented automated follow-up sequences for warm leads.

### 4. Continuous Optimization

- Weekly A/B tests on ad headlines, landing page copy, and form placements.
- Shifted budgets towards higher-performing segments.
- Improved keyword relevancy to lower CPC and boost conversions.

## The Results

Metric	Before (June)	After (Nov)
Conversion Rate	2.84%	<b>14.65%</b>
Landing Page Relevance	Low	High, segment-specific
Ad Strength	Average	Good / Excellent
Lead Management	Manual, slow	Automated with Insellerate
Campaign Structure	Single-layer	4-segment optimized

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## Highlight

**CVR increased by over 5x**, driven by improved relevance, stronger ads, better landing pages, and faster lead handling.

## Client Feedback

*“The performance jump was clear. Better landing pages and structured campaigns made a huge difference, our Google leads are now much more qualified, and our team can respond instantly through the CRM.”*