

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 Insellerte 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%	14.65%
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

 FlexPoint, Since 1996 Flexible Non QM Mortgages No Income Verification Loan +1... www.flexpointinc.com Innovative financial solutions tailored to your needs. Start today with Flexpoint! We help sel... View assets details · Preview ads		Non QM	Eligible Policy (Consumer finance)	Excellent
 FlexPoint, Since 1996 Flexible Non QM Mortgages No Income Verification Loan +1... www.flexpointinc.com Innovative financial solutions tailored to your needs. Start today with Flexpoint! We help sel... View assets details · Preview ads		self employed / no income	Eligible Policy (Consumer finance +1 more)	Excellent
 FlexPoint, Since 1996 Flexible Non QM Mortgages No Income Verification Loan +1... www.flexpointinc.com Innovative financial solutions tailored to your needs. Start today with Flexpoint! Secure a... View assets details · Preview ads		DSCR	Eligible Policy (Consumer finance +1 more)	Excellent
 FlexPoint, Since 1996 Flexible Non QM Mortgages Non Prime Mortgages Near You... www.flexpointinc.com Innovative financial solutions tailored to your needs. Start today with Flexpoint! We help sel... View assets details · Preview ads		Non QM	Eligible Policy (Consumer finance +1 more)	Excellent

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.”