

FINTECH INVESTMENTS – CASE STUDY

SOLPARTNERSPR.COM



AcumenStudio.com
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FINTECH INVESTMENTS – SOLPARTNERSPR.COM

The Way We Do Business

Our staff of seasoned professionals is experienced in aspects of your business ranging from consumer acquisition to risk management and customer service. Our people, values and

The Company

SOL Partners is an investment and advisory firm out of Puerto Rico focused on Fintech.

The Ask

SOL Partners came to us asking if we could increase their awareness & conversions online by optimizing their website.

They were planning on positioning themselves as a leader in FinTech in Puerto Rico to attract investors to their fund.

They asked us to use SEO to make sure they ranked well for FinTech terms in Puerto Rico and to optimize their ad program targeting investors interested in financial technology companies.

The Solution

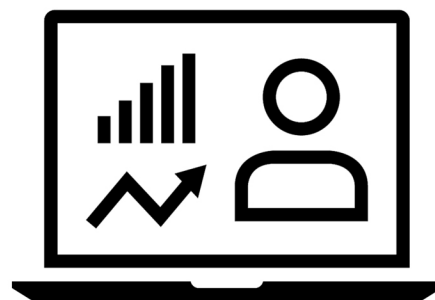
To solve this problem we...

Researched the market to identify how people were searching for FinTech out of Puerto Rico.

Identified the most opportunistic terms using keyword optimization and social media research.

Created a retargeting strategy using affinity and lookalike audiences of FinTech investors.

Optimized the site against this research and built the ads & infrastructure to capture the investor leads.



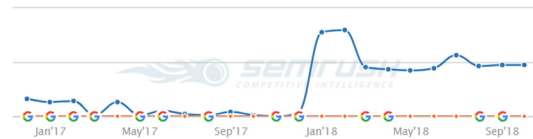
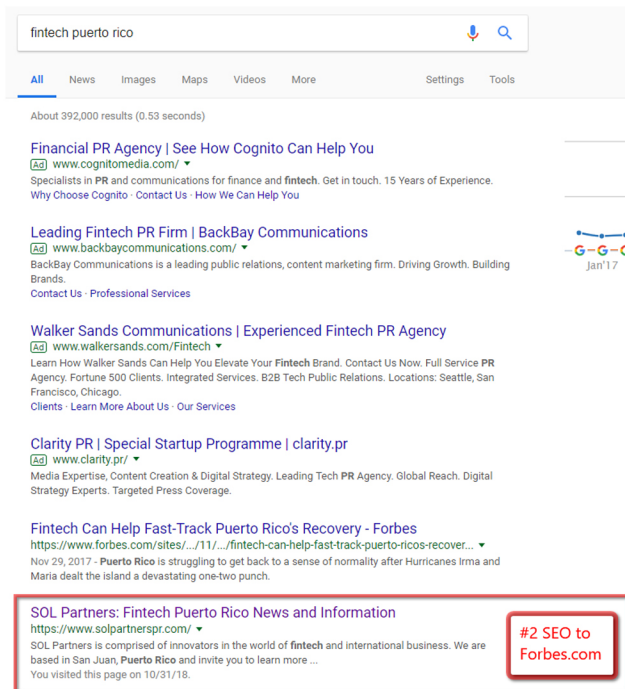
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The SEO Result

SOL Partners saw a Huge Spike in organic (search engine / SEO) traffic to their website for FinTech and branded terms that resulted in a 75% increase in conversions from SEO alone.



**+ 75%
conversions**



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**WANT HIGH ROI & INVESTMENTS
FROM YOUR DIGITAL MARKETING?**

CONTACT US TODAY

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