

# 35 Locations. One Unified Growth Engine.

How a full-funnel strategy drove measurable gains in traffic, engagement, and conversions.

## Background

A 35-location financial institution in the Southwest U.S. partnered with AdCellerant initially to strengthen SEO performance. After proving success in Organic Search, we expanded our services to a coordinated, full-funnel digital strategy integrating SEO and Generative Engine Optimization (GEO), Display, Device ID Video, Paid Social, and Search Engine Marketing (SEM).

## Strategy

**Local SEO.** Managed and optimized each of the 35 locations' local online presence on Google and hundreds of the top listings and directories across the web, including Apple Maps, ChatGPT, Amazon Alexa, and Gemini.

**Enterprise SEO.** We leaned into technical on-site work and structured data refinement to improve visibility into LLMs such as ChatGPT. Rewrote product and service pages, leaning into experience, expertise, authoritativeness, trustworthiness (EEAT) best practices. Created blog posts focused on relevant and valuable topics that customers were seeking information about. Focused on conversion rate optimization, making it easier for customers to sign up as members and open additional accounts.

**Paid Digital Media.** Implemented a full-funnel paid strategy across Display, Device ID Video, Paid Social, and SEM.

- Expanded reach and reinforced brand authority through Display and Video.
- Applied geographic and behavioral targeting to support location-level growth.
- Continuously optimized toward high-intent on-site engagement actions across financial products and services.
- Tested various target audiences for optimal performance and to generate actionable insights to tailor audience targeting and creative messaging further.
- Google Search campaigns captured high-intent in-market prospects actively searching for financial services. They turned existing demand into qualified leads the moment prospective customers were most ready to take action.



This full-funnel strategy strengthened the client's overall digital health. It accelerated year-over-year growth by combining top-of-funnel awareness (Display) with mid-to-lower funnel engagement (Social) and bottom-funnel demand capture (Google Search), ensuring we reached prospects at every stage of the journey.

Paired with Organic SEO and Local SEO, this approach expanded visibility, built sustained brand equity, and consistently converted both new and existing demand into measurable business outcomes.

### Performance Outcomes (2024 vs. 2025)

## 209%

**Local intent.** 18% increase in driving directions and 209% increase in website visits from Google Business Profiles across 35 locations.

## 66%

**Products and services engagement.** Through our paid digital campaigns, we drove a 66% increase in high-intent engagement on product and services pages.

## 30%

**Conversion growth.** 30% increase in high-intent website actions, including membership inquiries, online applications, phone calls, and appointments scheduled.