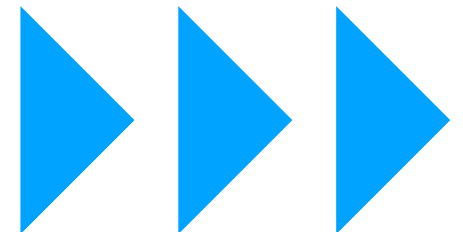
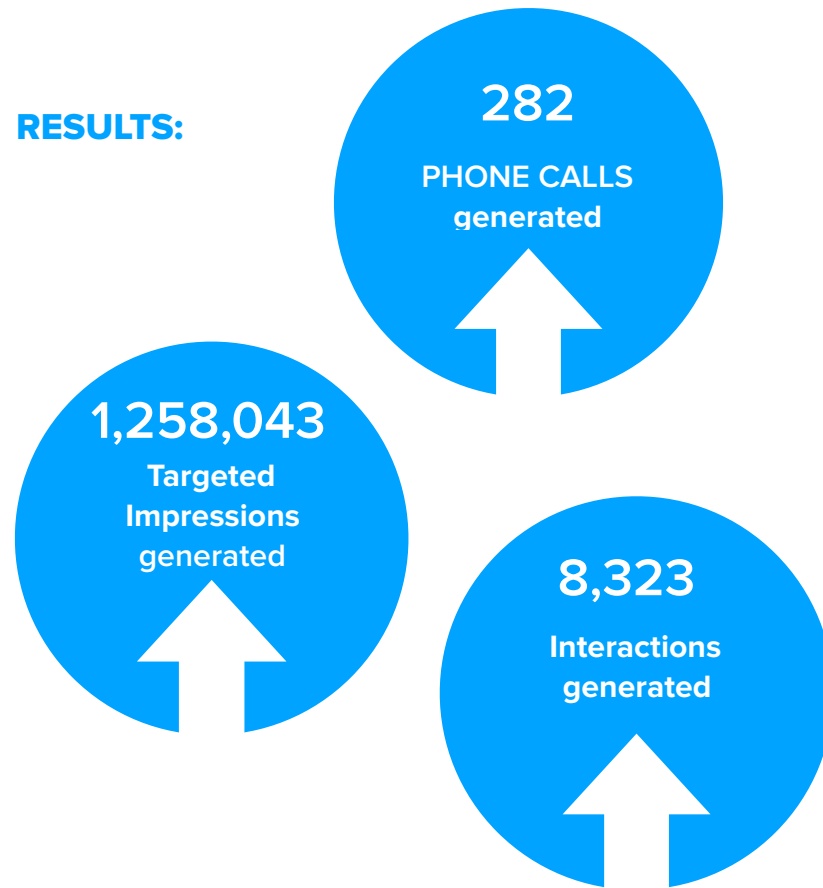




FLO2CASH

SUCCESS STUDY



**RESULTS:**

Flo2Cash has been accelerating cash flow of businesses and nonprofits since 2003. With thousands of satisfied clients, Flo2Cash offer smart end-to-end payment solutions helping businesses to get paid faster by receiving recurring payments using credit cards and direct debits.

GOAL

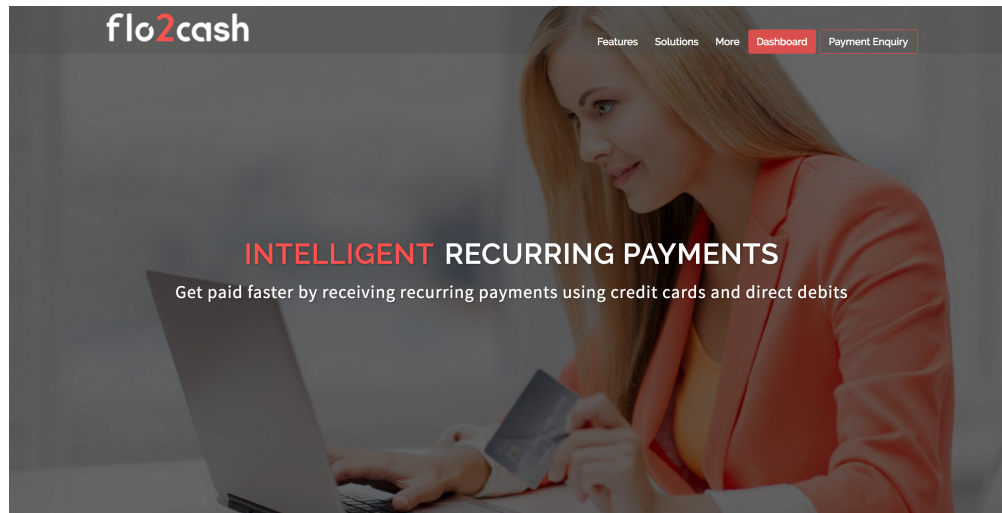
Being a Flo2Cash merchant, Firefly understood the importance of cash flow management for businesses, so naturally, Firefly and Flo2Cash got together. We planned out a digital strategy to build the online credibility, increase the brand awareness of Flo2Cash online and accelerate business growth by bringing in qualified leads and business customers to use their merchant facilities.

OBJECTIVES

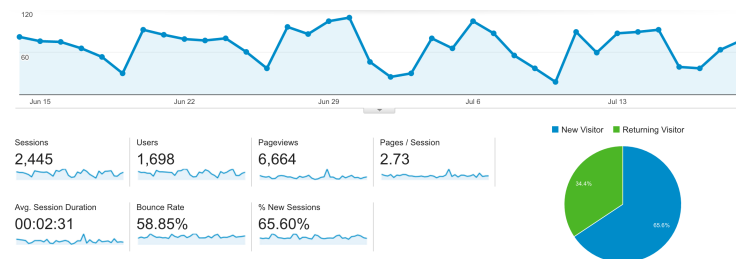
1. Increase Sales leads and enquires
2. Increase the brand awareness of Flo2Cash
3. Gain further customer insights of potential clients
4. Training & development for sales staff through the way of recorded sales phone calls

Implementation

- Google analytics setup and custom goal setup
- Conversion tracking
- Attribution (for post paid search events)
- Off-line phone calls tracked and recorded with javascript implementation only from Adwords visits.
- Enhanced algorithm activation for bidding performance gains.
- Google Display Network (GDN) for display advertising with contextual targeting, in market audiences and topic targeting.
- Google Remarketing setup with frequency cap.



www.flo2cash.co.nz

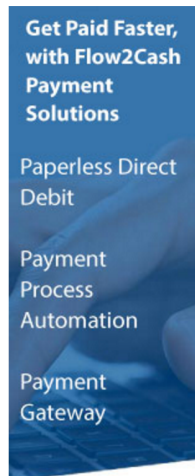


Flo2Cash

Get Paid Faster, with Flow2Cash Payment Solutions

Paperless Direct Debit
Payment Process Automation
Payment Gateway

[click here](#)



Flo2Cash

[click here](#)

“ Andy Dharmani - Flo2Cash

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About Firefly...

Firefly is a full service online marketing agency and Google partner. We drive measurable leads to accelerate business growth for businesses of all shapes and sizes, from small one man bands, to large corporates with robust internal marketing teams.

Firefly provide them with data-driven campaigns, that yield measurable, transparent and impressive results online.

We are dedicated team of passionate analysts and online marketers, with some of the top minds in digital intelligence, Ready to jump start your business and get your the results you deserve.

