WHO IS FOUR15 DIGITAL?

Established in April 2017, Four15 Digital, Inc., a boutique digital growth firm, was founded by two industry veterans: Mike Nelson and Borja Cuan. Borja has 21 years of experience in AdTech, leading marketing efforts for B2B and B2C as well as managing enterprise partnerships for multinational organizations. Mike has 11 years of search experience and is a globally recognized premier paid search marketer. Bootstrapped by its founders, Four15 has been profitable since month one. In less than two years the agency has grown its staff by 500%, and opened two offices; one in the San Francisco Bay Area and the other in Long Beach, CA.

“We are a boutique agency specializing in the full-service management of digital media including the full Google, Microsoft, Facebook, and LinkedIn suite of advertising products.” - Mike

“We’re small enough that every client receives our full focus, but experienced enough that we can handle your most ambitious digital growth needs. We are a true, dedicated partner in growing your business.” - Borja
When You Work With Four15, We Will Craft An Online Advertising Strategy Specific To Your Business’s Needs. Services Typically Include Partnerships On Or Full Account Management Of:

- Display
- Conversion Tracking & Optimization
- Analytics
- Forecasting
- Video Advertising
- Creative Services
  - Landing Page Development
  - Creative Assets
  - Content creation
- Paid Social Media
  - Facebook
  - Instagram
  - LinkedIn
  - Twitter
- Budget & Business Strategy
- Paid Search (SEM)
  - Google
  - Microsoft Ads
  - Yahoo!
- Conversion Rate Optimization (CRO)
FORMING PARTNERSHIPS

The Four15 Digital team has managed over $500 million in advertising spend on behalf of some of the world’s largest brands and high-growth startups that have generated in excess of $5 billion in sales. A few of our partnerships include:

IAC  
HARVARD  
afterpay  
flexport  
Qualia  
RODAN+FIELDS

and many more...

Additional clients can be seen on four15digital.com
OUR METHODOLOGY

We take a data-centric approach: relying on measurable data and grit - not our emotions or our gut.

- We start with a detailed analysis of your digital ads campaigns and data to identify areas of best (and worst) performance.

- We then discover areas of growth and isolate areas of poor performance. This allows us to provide a holistic, multi-channel strategy to improve your existing digital campaigns while cutting areas that are needlessly wasting your money.

- Unlike other agencies that focus on their digital channel of expertise, we focus on the channels where your ideal customers are through all stages of the funnel.

- We have no qualms about recommending our clients shift budget to different channels, or reduce ad spend if it is in the best interest of their business.

To learn more about how we tailor our methodology to each channel, visit our website [www.four15digital.com](http://www.four15digital.com).
FROM OUR CLIENTS

“Four15 Digital consistently supports our team above and beyond, providing key insights for all aspects of our digital business. Not only have they helped to grow our new customer transaction numbers, they brought paid search into the forefront of our businesses digital marketing strategy.”

DRE MADDEN
Director, Rodan + Fields

“Four15 Digital has been an amazing partner. They oversaw our B2B and B2C go-to-market strategy as Afterpay entered the US market. Their work on Social, in addition to the Apple app store, created real results.”

ALEX FISHER
Director of Growth Afterpay Touch

“We have an amazing relationship with the Four15 Digital team. Their team feels like a part of our company. After working with three different online marketing companies over the past 3 years, I feel good knowing that we have finally found a long-term partner that is great to work with and delivers more than double the leads than our previous provider.”

NICK METTLER
CEO, No More Dirt
CASE STUDY - ESTABLISHED B2C ONLINE RETAILER

- Our client came to us with a goal of proving to the executive team that SEM (and digital advertising as a whole) could be a viable channel to profitably acquire new customers sales.

- Within one month of our account takeover, total sales from paid search increased by 40%, while CPA only grew by 9%. New customer sales grew by 24% and new customer CPA grew by 23%. Because of these results, our client doubled down on their investment in paid search.

- Within the first three months we were able to increase new customer transactions by 39% while also keeping CPA at ⅔ of our break-even point.

- Since then, the client has further grown their investment in paid search by 200%, expanding to Microsoft Ads and internationally across networks.

CASE STUDY - B2C SERVICES ORGANIZATION

- Our client is a network of over 175 physical therapy clinics across the eastern United States, dedicated to providing exceptional care and personalized treatments to help their customers feel better, faster.

- Our challenge was to create a strategy for call tracking that provided a greater understanding of call source origin, their value to the organization, and allow for the optimization for callers of high conversion (appointment booked) potential.

- Within the first month of instrumenting the 180-second qualification for conversions, we identified that approximately 60% of the calls generated had been unqualified. While total call “conversion” volume decreased after this switch, optimization efforts towards these unqualified calls had been wasting a significant amount of time and budget.

- With this insight we quickly doubled down on ensuring all ad campaigns had a phone number present with call extensions, and expanded the reach of mobile click-to-call ads. This would give us insights of call quality across all campaigns and ensure we could optimize towards Those callers that would be most qualified.

CASE STUDY - B2B LEADER IN FREIGHT FORWARDING

▪ Our client needed a team to create an integrated multi-channel strategy across Paid Search, Social, and Digital Advertising as a whole, with the goal of growing inbound leads - especially from large enterprises - and prove to investors that they could truly disrupt the freight forwarding industry.

▪ By steadily testing and expanding from areas of high relevance into areas of less relevance, we successfully grew the non-brand coverage for paid search, built a remarketing strategy across three platforms, and expanded into two additional countries, all while decreasing Cost Per Lead (CPL).

▪ Within 10 months, we were able to increase paid search traffic by over 3000% while decreasing CPL by 14%.

▪ With our efforts, in just one year Paid Search went from 3% of total site traffic to accounting for almost 40% of all site traffic.

CASE STUDY - B2B COMMERCIAL CLEANING

- Our client needed an aggressive and comprehensive strategy that would allow them to compete with much larger organizations with much larger marketing budgets, over a relatively small geographic area.

- To remain nimble, Four15 had to structure paid campaigns to provide important insights about the target audience and be built for limited budgets. This meant that the strategy had to focus on the bottom-of-funnel audience and marketing tactics that had been ignored by their previous agencies.

- The results of these efforts on Google were spectacular. Within the first three months, we were able to increase total impressions on Google properties by 149%, with only a 15% increase in cost. At the same time, lead form-fills and calls from Google Ads and Google My Business and increased by 286%.

- On Facebook, over 30% of leads generated were designated as highly qualified by the client, and 33% of those qualified leads have already resulted in closed deals.

CASE STUDY - CLOUD BASED TITLE & ESCROW COMPANY

- Our client had not been able to generate consistent lead volume on LinkedIn despite significant testing in messaging and offers. They needed a strategy that would give them a permanent, evergreen presence and a lasting stream of steady leads. Additionally, the lens of success also needed refinement. The client needed a clear goal that would dictate if a campaign was successful: awareness, raw lead gen, qualified leads, or closed leads.

- Firstly we worked with the client to assign campaign level goals for each audience. Next, we used audience data from prior tests and our client’s CRM list to build out prospecting campaigns where ad messaging and content would be catered to specific audiences. These pairings of ads and audience targeted specific organizations, job titles, followers, and various CRM lists. We then combined this evergreen effort with supporting remarketing campaigns for those prospects with the largest potential to convert.

- Within the first 4 months of moving to this setup, average monthly lead volume from LinkedIn increased by 136% over the monthly average for the entire previous year.

- The new strategy and account setup had worked exactly as it had intended.

- Remarketing was a significant factor in this success. After launching, total LinkedIn lead volume increased and **54% of all new leads generated were coming from the new remarketing campaigns** while remarketing accounted for only 26% of the LinkedIn budget.
PRICING
Monthly Minimums: $8,000 minimum or 13% of advertising spend, whichever is greater.
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