

# Credit Union Cites Transparent Reporting, Search Audits as Mainstay

4Front Credit Union boasts 105K+ members, 20 locations, and almost 275 team members across Michigan. This brand is growing, and their accolades prove it! 2023 was a year of unprecedented growth for 4Front. After 70 years serving the communities of Northern Michigan, they've launched an assertive growth strategy into new and thriving markets, opening branches in Holland, Muskegon, and Zeeland. Such growth is driving innovation that makes banking smarter and simpler for 4Front members.

When 4Front met our professional team, they knew us only as a publisher – the brand behind Michigan's number one news brand and website. It wasn't long before they realized we are powerhouse digital marketing consultants as well, driving growth in Michigan businesses.

## We instantly aligned around their problems to solve.

- ✓ Too many vendors, without a shared vision across them
- ✓ Budget allocation challenges, as their efforts were fractured across several providers
- ✓ A need for transparent, "all in one" reporting
- ✓ A truer understanding of how their existing efforts, including search, were performing
- ✓ Shared vision of brand performance and sentiment in the market

Our team began with a complimentary **search** audit. (See how a **Midwest University** benefited from a similar audit **here**.) This audit led to better performance with the identical budget.



**Cut waste from SEM campaign**



**Increased conversion across the board**



**Increased site traffic overall**



# Search Audit Findings

As can easily happen with search campaigns, the move from the old GA to GA4 meant that legacy goals/events weren't set up properly in the new instance. This meant "open an account" was firing each time a visitor made it to the site, rather than the conversion took place. In addition to this, simple changes led to big results:



## The Biggest Takeaway

In addition to the campaign's performance, this relationship is blossoming. Our team has been able to streamline the activities for this campaign, maximizing outputs across related and disparate channels. Brett Christie, Senior Sales Director said, "working with one vendor has allowed 4Front to see the strategic vision and understand how one portion of the campaign affects the next." Adding to his thoughts, Account Executive Elma Adanalic agreed. "Bringing the reporting together into a single conversation has really made a difference. The 4Front team can be much more strategic now."

Search audits are a complimentary service of **MLive Media Group**, and have benefited many campaigns. We offer consultative service, rather than point out flaws. It often helps to launch discussions from which real solutions emerge.

