



Velocity Growth

**Where Startups
Come To Grow**

improovy



**Velocity
Growth**

The Problem

**Improvvy was getting
impressions and clicks,
but very little conversions**

The Solution

**Our Growth Team looked at two
integral parts of the conversion
optimization process on Google**

**The Bidding Strategy & the
Landing Page.**



**Velocity
Growth**

Bidding Strategy:

Improovy were using Manual CPC, an outdated form of bidding.

They were going after the wrong customers.

They were telling Google the wrong thing to optimise for.

We adjust the strategy to align better with their goals, forcing Google to seek out the most relevant users.

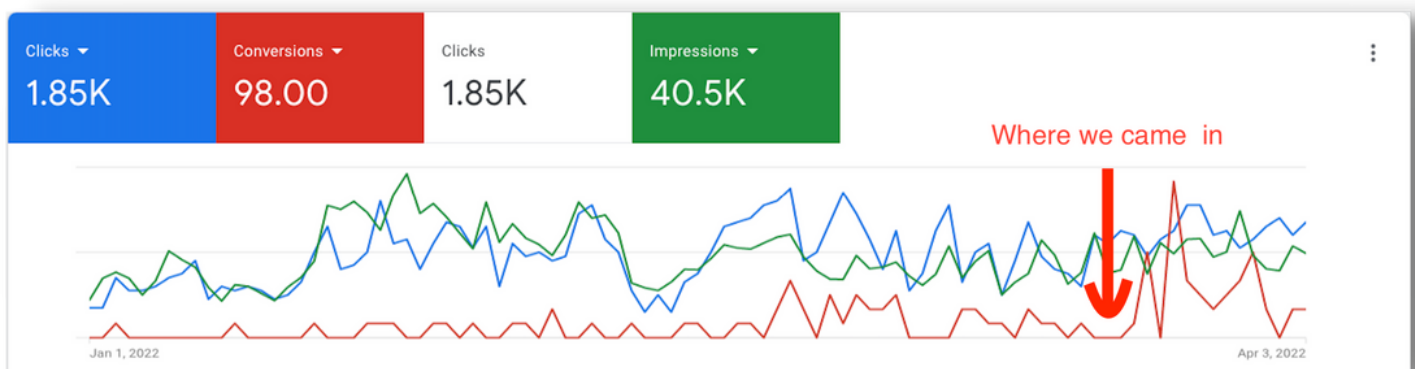


Landing Page:

The landing page that users hit, was a little outdated.

We revamped the page and made it lightning fast!

We ensured that the page speed score was high and helped to improve the quality score in Google to drive click cost down further.





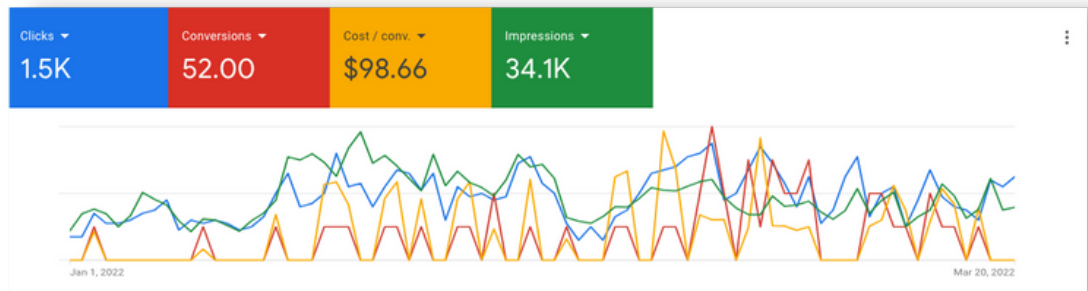
Velocity Growth

The Results

Before Velocity Growth:

Averaging 3.46% conversion rate

Cost per conversion almost \$100



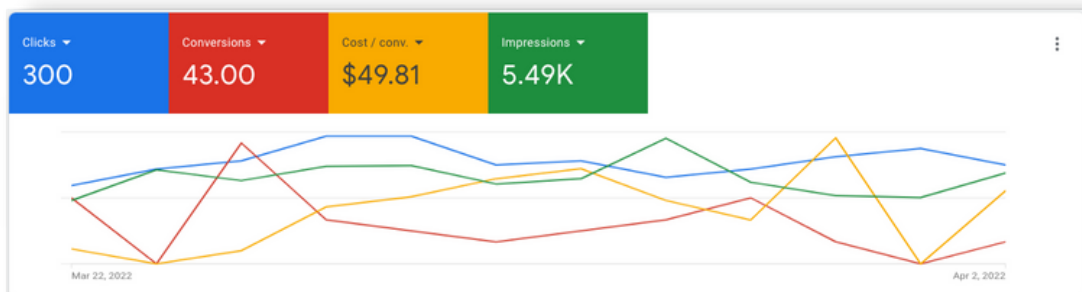
After Velocity Growth:

Conversion rate 14.33%

(An improvement of 414%)

Cost per conversion: \$49.81

(An improvement of 50.48%)





**Velocity
Growth**

What the Client had to Say:

"We recently started working with Velocity Growth, and within 2 weeks saw our lead ratio increase by close to 400% and our cost per conversion drop 80%.

Their approach to growth via experimentation is already making a huge impact on our business."

Dane, Improovy



Velocity Growth

Who We Work With

SANDBOXX



Shoonya[®]



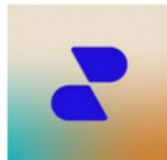
sageflo



ClinicNote

IDEO

Postcard





Velocity Growth

Our Programs

BOOST YOUR BUSINESS REACH WITH LINKEDIN ADS

**LINKEDIN
ADVERTISING**



WITH JEN BRYAN



Boost your business reach with LinkedIn Ads

HOW TO MASTER INSTAGRAM REELS & TIKTOK TO GROW YOUR BUSINESS

**HOW TO USE
INSTAGRAM REELS & TIKTOK**



WITH MURIEL FOLEY



How To Use Instagram Reels & TikTok To Grow Your Business

FINDING YOUR INITIAL CUSTOMERS - A STEP BY STEP GUIDE

**INITIAL
CUSTOMERS**



WITH CRAIG ZINGERLINE



Finding your Initial Customers

CREATE LEADS AND PAYING USERS IN A FULL-FUNNEL APPROACH

**THE MARKETERS PLAYBOOK
FROM ADS TO CUSTOMERS**



WITH JEN BRYAN &
AOIFE JACOB



The Marketers Playbook: From Ads to Customers

admis

**GROW IN
PUBLIC**



LAUNCH⁺
Growth University



#GrowInPublic

HOW TO BUILD & LAUNCH A SUCCESSFUL COLD EMAIL CAMPAIGN

**COLD EMAIL
PLAYBOOK**



WITH ATHAN ISAACS



Cold Email Playbook: How to build & launch a successful cold email campaign

BUINESS GROWTH THROUGH PODCASTING

**PODCASTING
EXPERTS GUIDE**



WITH JAY WOODARD



Business Growth Through Podcasting

ON DEMAND COURSE FOR MASTERING YOUR START-UPS GROWTH

**MASTERING
GROWTH**



WITH CRAIG ZINGERLINE



Mastering Growth

GET STARTED WITH RESEARCH & USER INTERVIEWS

**FINDING EARLY
CUSTOMERS**



WITH ZACH FRACAPANE



Finding your Early Customers with User Interviews

& more



Velocity Growth

Get In Touch

**Do you want to experience business
growth like Dane & his team?**

Get in touch with us today!



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