

New Reward Case Study

Commercial finance firm: separating proof publishing from lead a

Anonymized commercial finance client | Commercial finance and equipment funding | May and June 2026 publishing, GSC, GA4

Summary

This commercial finance team needed a clean way to show what had been published, what traffic and form activity existed, and what still could not be called accepted leads or ROI.

New Reward assembled the public proof library, scorecard, GSC, GA4, and form-entry evidence into one bounded readout.

Problem

The team had public proof assets and measurable activity, but the reporting risk was high.

Traffic, form events, saved entries, accepted leads, qualified opportunities, funded outcomes, and revenue all needed to stay separate.

What New Reward Did

New Reward checked public publishing status, distribution receipts, Search Console, GA4, Gravity Forms counts, proof-library QA, and the lead waterfall blockers. The work made the proof library visible without turning activity metrics into financial performance claims.

Result

The readout showed 5 verified proof case studies and a measured activity chain: 12 GSC clicks, 621 impressions, 314 GA4 sessions, 3 GA4 form_submit events, and 2 saved Gravity Forms entries. The publishing inventory included 17 public case-study posts and 2 public Pulse posts, but those were treated as distribution context, not ROI.

Why It Matters

Commercial finance buyers need proof and clarity, but financial claims carry real risk. This baseline lets the team discuss published assets and measured activity while keeping accepted-lead, qualified-opportunity, funded-deal, and ROI claims blocked until the source export exists.

Proof Boundary

This proves public publishing, traffic, form-event, and saved-entry baseline evidence. It does not claim investment performance, accepted leads, qualified opportunities, funded deals, revenue, ROI, ranking lift, or causal impact.

Starting Point

The proof library existed, but source-of-truth reporting had to separate published assets, GSC/GA4 activity, saved form entries, CRM receipt, accepted leads, opportunities, funded outcomes, and revenue.

Verified Result

The verified result is a safer commercial-finance proof baseline: proof cases, traffic,

sessions, and saved entries can be reviewed together, while accepted leads, funded outcomes, revenue, and ROI remain gated by outcome exports.

Evidence Metrics

Published context: 17. Public WordPress case-study category count; distribution context, not outcome proof.

Verified proof cases: 5. Proof-library case studies verified live on direct pages, archive cards, and the sitemap.

GSC clicks: 12. GSC UI clicks from June 1 06:00 MDT to June 2 04:00 MDT.

GSC impressions: 621. GSC UI impressions from June 1 06:00 MDT to June 2 04:00 MDT.

GA4 sessions: 314. Stored GA4 sessions from May 28-May 31, 2026.

Saved entries: 2. Aggregate non-PII Gravity Forms saved entries from May 29-June 2.

Work Performed

- Verified public case-study and Pulse publishing status.
- Checked five proof-library case studies against direct-page, archive-card, and sitemap evidence.
- Reviewed the ROI waterfall for GSC, GA4, form_submit, Gravity Forms, CRM, accepted-lead, qualified-opportunity, funded-outcome, and revenue stages.
- Recorded the latest available analytics and saved-entry metrics with date windows.
- Kept lead quality, funded outcome, and revenue claims blocked until non-PII CRM/client outcome exports are available.

Caveats

- Do not claim accepted leads, qualified opportunities, funded deals, revenue, ROI, or investment outcomes.
- GA4 form_submit events are tracking events, not saved leads or accepted leads.
- The client name remains anonymized until publish approval exists.

Source Notes

- Updated metrics snapshot: Internal anonymized commercial-finance scorecard snapshot dated 2026-06-03.
- Content asset register: Internal anonymized commercial-finance content asset register dated 2026-06-04.
- Proof-library live QA: Internal anonymized commercial-finance WordPress direct-page, archive-card, and sitemap QA dated 2026-06-04.
- ROI waterfall: Internal anonymized commercial-finance ROI attribution waterfall CSV dated 2026-06-02.
- Complete analysis report: Internal anonymized commercial-finance traffic and lead-capture analysis report.

Next Step

Public URL: <https://www.newreward.com/cases/commercial-finance-proof-system-baseline>

See financial services: <https://www.newreward.com/industries/financial-services>