Case study

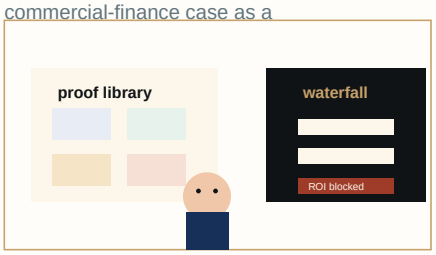
Commercial finance firm: separating proof publishing from lead and ROI claims

This commercial finance team needed a clean way to show what had been published and what traffic and form activity followed it. New Reward assembled the public proof library, scorecard, GSC, GA4, and form-entry evidence into one ...

Case-specific proof visual

Finance proof library board

This image shows the commercial-finance case as a



- Proof library is separated from the lead waterfall.
- Traffic, forms, saved entries, and ROI blockers stay distinct.
- The proof is bounded activity, not funded outcomes.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Measured proof

5

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

Client

Anonymized commercial finance client

Industry

Commercial finance and equipment funding

Timeframe

May and June 2026 publishing, GSC, GA4, and form-readout ...

Outcome

Proof-library and measurement baseline

Evidence at a glance

Measured result

Proof assets and activity in one ...

The useful return is safer decision-making: proof cases, traffic, sessions...

Measured change

5 verified proof cases

Each proof case was checked live on its direct page, its archive card, and th...

Next evidence

Proof library baseline

Non-PII CRM accepted-lead export

Proof boundary

This proves public publishing, traffic, form-event, and saved-entry baseline evidence from May and June 2026.

Evidence appendix

Evidence, limits, and source notes.

Problem

The team had public proof assets and measurable activity, but no single readout that put publishing, traffic, and form activity in one place.

What New Reward did

New Reward checked public publishing status, distribution receipts, Search Console, GA4, Gravity Forms counts, proof-library QA, and every stage of th...

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...

Why it matters

Commercial finance buyers need proof they can check. This baseline puts the published assets and the measured activity in front of them in one place, stage by...

Measured signals

Published context	Verified proof cases
17	5
GSC clicks	**GSC impressions**
12	621
GA4 sessions	**Saved entries**
314	2

Work performed

- Verified public case-study and Pulse publishing status.
- Checked five proof-library case studies against direct-page, archive-card, and ...
- Reviewed the ROI waterfall for GSC, GA4, form_submit, Gravity Forms, CRM, ...
- Recorded the latest available analytics and saved-entry metrics with date windows.
- Mapped the non-PII CRM and client outcome exports that extend the waterfall.

Caveats

- This baseline covers published proof assets, traffic, form events, and saved entries.
- GA4 form_submit events are counted as tracking events; Gravity Forms saved entries are counted...

What remains bounded

- This proves public publishing, traffic, form-event, and saved-entry baseline ...
- This baseline covers published proof assets, traffic, form events, and saved...

Source notes and download path

Download URL:
https://www.newreward.com/cases/commercial-...
Public URL:
https://www.newreward.com/cases/commercial-fi...

Proof visual: Finance proof library board

Proof image source:
https://www.newreward.com/marketing...
Updated metrics snapshot: Internal anonymized commercial-finance ...