

Case study

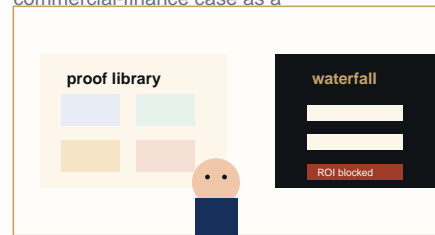
# Commercial finance firm: separating proof publishing from lead and ROI claims

This commercial finance team needed a clean way to show what had been published, 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...

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

Limited proof-library and measurement baseline

## Evidence at a glance

Measured result

### Proof assets and activity are now ...

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

Return proof

### ROI proof blocked by outcome export

Accepted-lead, qualified-opportunity, funded-outcome, revenue,...

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. It does not claim investment performance, accepted leads, qualified opportunities, funded deals, revenue, ROI, ranking lift, or causal impact.

Evidence appendix

# Evidence, limits, and source notes.

## Problem

The team had public proof assets and measurable activity, but the reporting risk was high. Traffic, form events, saved entries, accepted leads, qualified ...

## 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...

## 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...

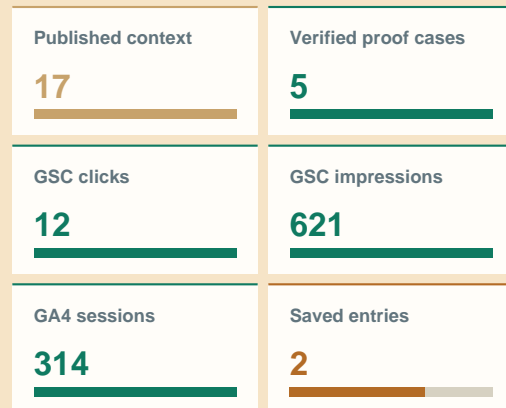
## Why it matters

Commercial finance buyers need proof and clarity, but financial claims carry real risk. This baseline lets the team discuss published assets and measured activity ...

## Caveats

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

## Measured signals



## 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.
- Kept lead quality, funded outcome, and revenue claims blocked until non-PII ...

## What remains bounded

- This proves public publishing, traffic, form-event, and saved-entry baseline ...
- Do not claim accepted leads, qualified opportunities, funded deals, revenue, R...

## 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 ...