



Market Pro's SEM, Content, and Social Media Advertising Improve Leads Generation by 117% for AML Watcher

Increase user engagement
by 158%

Results (Key metrics from Dec 2023 to Feb 2024)

Click Through Rate

5.90%

Through Engaging Ad Copies

Cost Per Conversion

\$40

In A Competitive Niche

Business Qualified Leads

117%

Through Google Ads Campaign

Impressions

+182.77%

Users

+158.06%

Domain Authority

+200%

Conversion Rate

33%

By analyzing potential audience interests, demographics, and behaviors, Marketpro maximizes the relevancy of its ads, resulting in higher conversions and **5.90% click-through rates (CTR)** using **engaging ad** copies and targeted **keyword strategies**.

AML Watcher CEO Feedback

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AML Watcher scaled its high-performing campaigns using Market Pro's digital marketing services, improving its conversion rate by 33% and website traffic by 30%. I am impressed with their ability to develop data-driven strategies and how they execute efficient campaigns and craft compelling content. Their team is responsive, highly professional, and understands the challenges faced by AML Watcher.

AML Watcher

Breaking through the complexities of compliance, AML Watcher is a simplified screening tool that bridges the gap between ease and innovation. Revolutionizing AML screening with a user-centric approach, which feels less complex and more familiar.

Backed by global coverage of domestic and international regulations, **200+ Sanction Regimes, 1300+ watchlists**, multi-tier PEP screening, International leaks from over 60,000+ official sources to meet diverse screening requirements across 235+ countries and states.

1300+

Watchlists

200+

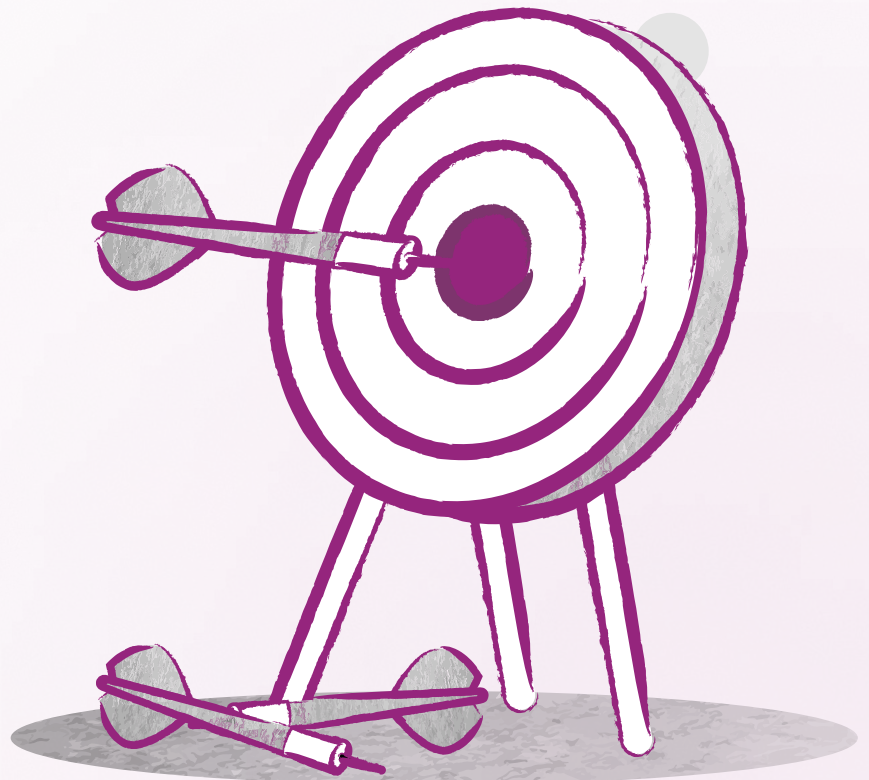
Countries

60,000+

Data Sources

The Challenges

- AML watchers faced the issue of **reaching out to a potential audience** as their services directly target businesses that want to secure their financial regulations.
- The AML market is **saturated and competitive** as several service providers want to grab clients' attention. The biggest challenge is effectively communicating the unique value proposition and standing out from the competition.
- AML watcher is **technical and complicated**, so crafting marketing material that is informative and not so technical is an obstacle.



MarketPro: A Key Partner in AML Watcher Success

Market Pro plays a vital role in helping AML watchers measure and enhance their user engagement, impressions, clicks, and return on investment through the following tactics and strategies:

- MarketPro uses **targeted advertising platforms**, including LinkedIn, Facebook, and Google ads, to reach potential audiences interested in taking AML-compliant services.
- By analyzing potential audience interests, demographics, and behaviors, Marketpro maximizes the relevancy of its ads, rresulting in 10x conversions **5.90%** click-through rates (CTR) using **engaging ad copies and targeted keyword strategies**.
- MarketPro marketing expert **translates technical terms** for AML watchers into concise, clear, and value-driven content, including blog articles, social media posts, and website copy. It displays the AML Watcher value proposition in the easiest way for the audience to understand.
- Through competitor analysis and market research, MarketPro recognized AML Watchers' **unique selling propositions** (USPs). By emphasizing these USPs in different marketing campaigns, MarketPro positions AML watchers as potential clients' first priority.



MarketPro

Why turn around now when you've come so far?
Let's talk if you need help in achieving your marketing goals or
simply want to learn more about what we do.