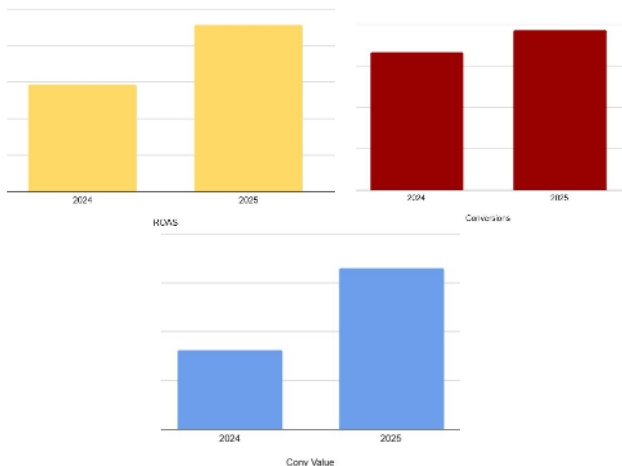




**HARVARD**  
BUSINESS SERVICES, INC.

Harvard Business + JumpFly  
Lewes, DE, USA • <https://www.delawareinc.com/>

## Driving Conversion Increase with Revenue Maintenance



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### The challenge

Harvard Business Services, who specializes in **Delaware LLC and corporation formations**, aimed to **increase overall conversions** while maintaining their overall **ROAS target** during Q1 of 2025. They also wanted to make sure there was an emphasis on their new formation conversion action.

### The approach

In preparation to achieve this goal, JumpFly made **several strategic optimizations** throughout the last year. **Smart bidding strategies** were utilized to drive for more volume while maintaining overall return efficiency. **Demand Gen campaigns** were also tested to reach both prospecting and remarketing audiences. **Performance Max campaigns** were introduced across both platforms to support marketing efforts throughout the funnel—from upper-funnel awareness to lower-funnel conversions.

Additionally, JumpFly **updated ad copy and video assets** while making budget distribution adjustments. Harvard also implemented several website improvements and branding updates to support performance, as well as made **adjustments to their offerings** for new formations and spent time on competitor offering analysis.

### The results

Google and Microsoft campaigns saw an overall **16% increase** in conversion volume and a **104% increase** in conversion value, while improving **ROAS by 55%**. We also achieved a **13% increase** in the new formation conversion action.



Harvard Business Services, Inc. Same Day Online Filings and Extraordinary Customer Support.

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“Harvard’s willingness to test new ideas has allowed us to see what really works and to continue to grow and improve the account.”

— Krystal Urlaub, Account Manager, JumpFly, Inc.

#### Featured solutions:

Audience:

- › Remarketing
- › Lookalike Audiences
- › Custom Intent Audiences

Automation:

- › Target ROAS
- › Demand Gen
- › Performance Max

Channels:

- › Google Ads
- › Microsoft Advertising

**104%**

Increase in revenue\*

**55%**

Account-wide ROAS increase\*

**16%**

Increase in conversions\*

\*comparing 2025 Q1 data to 2024 Q1 data