

claim climbers

OPPORTUNITY

Claim Climbers helps veterans secure high-quality Nexus letters and medical evidence to support VA disability claims. The organization had strong demand, a compelling offer and significant investment already flowing into Google Ads, but the paid search account and broader conversion-tracking setup needed to be stabilized before performance could scale efficiently.

When Kinetic Marketing & Creative began working with Claim Climbers at the end of 2025, the first priority was to bring clarity to the Google Ads account, reduce wasted spend and create a more reliable view of how paid search was contributing to the business. Campaigns needed to be cleaned up, conversion data was inconsistent and channel-level performance was difficult to trust.

Paid search presented a clear opportunity to capture high-intent demand from veterans actively searching for Nexus letters and VA claim support, while giving Claim Climbers a clearer view of which campaigns were driving form submissions, record review purchases, Nexus letter purchases and revenue.

STRATEGY

Kinetic approached the account with a stabilize-first strategy. Before increasing scale, the team focused on cleaning up the paid search foundation and improving visibility into the lower-funnel actions that mattered most to the business.

The work began with a full review of the inherited account structure, conversion setup and customer journey. The first two months focused on streamlining campaigns, reducing inefficiencies and identifying gaps in conversion tracking. By early 2026, consistent conversion data began coming through, creating a cleaner foundation for optimization.

From that point forward, Kinetic shifted the paid search strategy from lead volume alone to purchase quality and revenue. The team optimized around the full customer journey, including form submissions, record review purchases, Nexus letter purchases and tracked revenue.



The strategy focused on:

- High-intent Google Search campaigns
- Cleaner conversion tracking and reporting
- Improved visibility into record review and Nexus letter purchases
- Optimization based on revenue-driving actions, not just lead volume
- Lower-funnel search demand from veterans actively looking for support
- Campaign cleanup and consolidation to reduce confusion and improve decision-making

This approach helped turn Google Search into a more accountable lower-funnel engine for Claim Climbers.

RESULTS

Over a four month period, Google Search generated strong tracked performance across the funnel.

High-Level Impact

- 2.22x tracked ROAS from Google Search
- More than 6,000 form submissions generated during the clean-data window
- More than 1,400 medical record review purchases driven by Google Search
- More than 850 Nexus letter purchases influenced by Google Search
- Lead-to-record review rate improved from 7.5% in the initial clean-data period to 37.3% in March
- Medical record review-to-Nexus letter rate improved from 62.7% in the initial clean-data period to 70.4% in March and 74.4% by mid-May
- February through April 2026 became Claim Climbers' three highest total revenue months on record

Strongest Monthly Performance

March was the strongest Google Search month in the clean-data window, delivering the highest tracked Search revenue, the highest Nexus letter purchase volume and the strongest combination of purchase quality and return.

During March, Google Search generated:

- 2.70x tracked ROAS
- More than 400 record review purchases
- Nearly 300 Nexus letter purchases
- 37.3% lead-to-record review purchase rate
- 70.4% record review-to-Nexus letter purchase rate

This period showed a clear shift from lead volume to lead quality. After the initial clean-data period, the lead-to-record review rate improved from 7.5% to 37.3% by March, showing that paid search was driving leads with stronger purchase intent. The record review-to-Nexus letter rate also strengthened over time, reaching 70.4% in March and 74.4% by mid-May.

Record-Setting Business Impact

From February through April 2026, Claim Climbers achieved its three highest total revenue months on record.

- February 2026 set a new company revenue record
- March 2026 surpassed that record and became the highest revenue month in company history
- April 2026 remained above the previous pre-Kinetic revenue benchmark, making it the third-highest month on record

Together, these three months represented Claim Climbers' strongest revenue period to date and showed the impact of a cleaner, more accountable paid search foundation.

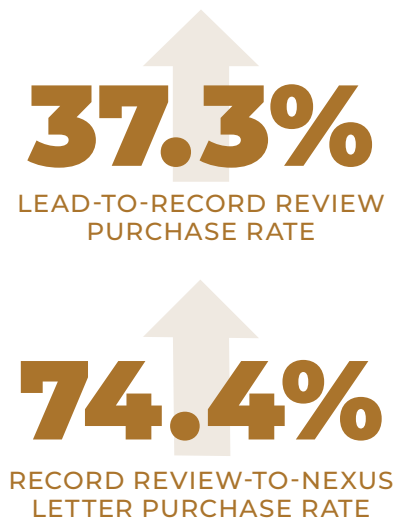
Deeper Performance Context

The strongest signal was not just revenue growth. It was the improvement in purchase quality after the tracking and account reset.

In the January partial period, Google Search generated a high number of form submissions, but the lead-to-record review rate was still developing. By March, the account was producing fewer leads than January's early pace, but those leads were converting into purchases at a much stronger rate.

This showed a meaningful shift in paid search performance: the account was no longer being judged by lead volume alone. It was being evaluated by how effectively leads moved through the funnel into record review purchases, Nexus letter purchases and revenue.

As conversion data became more reliable, Kinetic was able to make more confident optimization decisions and prioritize the campaigns most connected to business outcomes.



WHAT WE ACCOMPLISHED

Kinetic helped Claim Climbers move from unclear attribution and inefficient account structure to a more accountable paid search program.

The work included:

- Reviewing and cleaning up the Google Search account
- Stabilizing conversion tracking beginning early January
- Reducing reliance on blended performance reporting
- Shifting optimization from lead volume to purchase quality and revenue
- Creating a clearer view of record review and Nexus letter purchases
- Improving confidence in paid search performance data
- Supporting Claim Climbers through its strongest revenue period on record

FINAL TAKEAWAY

Claim Climbers did not need more complexity. It needed clarity.

By stabilizing the Google Ads account, improving confidence in conversion data and focusing paid search around high-intent demand, Kinetic helped Claim Climbers turn Google Search into a measurable lower-funnel revenue engine.

The result was more than \$1.54 million in tracked Google Search revenue over a four month period and a record-setting business impact, with February, March and April becoming Claim Climbers' three highest total revenue months ever.

Using a data-informed, lower-funnel paid search strategy helped Claim Climbers move from unclear attribution to measurable revenue growth.

Looking to improve paid search performance, clean up conversion tracking and connect campaigns to real revenue? Contact Kinetic Marketing & Creative to see how we can help.

MORE THAN
1,400
**MEDICAL
RECORD REVIEW
PURCHASES**

DRIVEN BY GOOGLE SEARCH

MORE THAN
6,000
**FORM
SUBMISSIONS**

GENERATED DURING THE
CLEAN-DATA WINDOW

SOCIAL MEDIA

