

Case Study

A Website Designed to Convert: How Criterion.B Helped Elevate the ACRES Brand



ACRES Capital Case Study

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www.criterionb.com/blog

In a market ripe with competition, having a dynamic website designed to convert new leads is imperative. This is exactly what ACRES needed — and what Criterion.B delivered seamlessly and quickly.

The Client

Westbury, New York-based ACRES Capital had a long-standing relationship with Criterion.B. The ACRES marketing team knew they needed help with their website but wasn't sure who would make the perfect marketing partner.

That's where Criterion.B came in...

The Challenge

The middle-market financial industry is chock-full of experienced lenders, and the team at ACRES knew they needed a dynamic website to set them apart from the competition.

In comparison to ACRES, their competitors' websites were much more robust and user-friendly, with strong visual appeal. ACRES' website was outdated, difficult to navigate, did not tell the company story, and lacked the competitive edge they deserved.

ACRES needed a new website that offered valuable resources and information to their prospective clients, and the team needed it in a tight timeline.

The Solution

With Criterion.B's years of experience in the commercial real estate market and talented team of creative professionals, we were able to launch a beautifully-



designed website that catered to ACRES' every need.

We gave the ACRES brand a modern and fresh look with clean lines, high-quality photography, and seamless website navigation. Targeted Calls-to-Action were also strategically placed across each page to lead users exactly where they need to go to complete a transaction.

The Result

Considering ACRES is constantly on the search for the next deal, we knew the company needed new areas to the website to highlight news, press articles, and the latest closed transactions.

As such, new website deliverables included a robust Transactions Page, that offered a visually appealing glimpse into the story behind each of the unique deals closed by the ACRES team.

Additional new sections included the Solutions Page,

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which detailed ACRES' financial offerings and loan parameters, as well as a News Page to showcase the latest press releases, events, and industry happenings.

Ultimately, these deliverables paired with the website's new modern look helped contribute to increased conversions and new deals for ACRES. Since the website's launch in September, ACRES closed 12 deals.

