

More Clicks, Higher Conversions and Better Compliance

A Blueprint for a Modern 2A E-Commerce Store



Date

Wednesday October 15, 2025 3:00 PM EST

Speakers

Adam Fabian - Crimson Agility
Jeff Bridges - Master FFL

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and Master FFL



NSSF Educational Resources



Industry Compliance Courses & More!

- Firearm E-Commerce Blueprint
- Unlocking Success in the NFA Space
- Winning at ATF Inspections
- Completing the Form 4473
- Multiple Sales Report

[NSSF.org/Education](https://www.nssf.org/education)



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2A E-Commerce Without Compromise

Work with leading 2A brands like
Magpul, Glock, Green Top Sporting Goods, and LiveQ.

Consultative by design — we point out what others miss.
We guide clients through what they don't know or think to check.
Every strategy connects compliance, marketing, and technology
for measurable growth.



Consultative Growth Strategy
Platform Architecture & UX
GEO SEO & Traffic Optimization
Conversion Design & Analytics

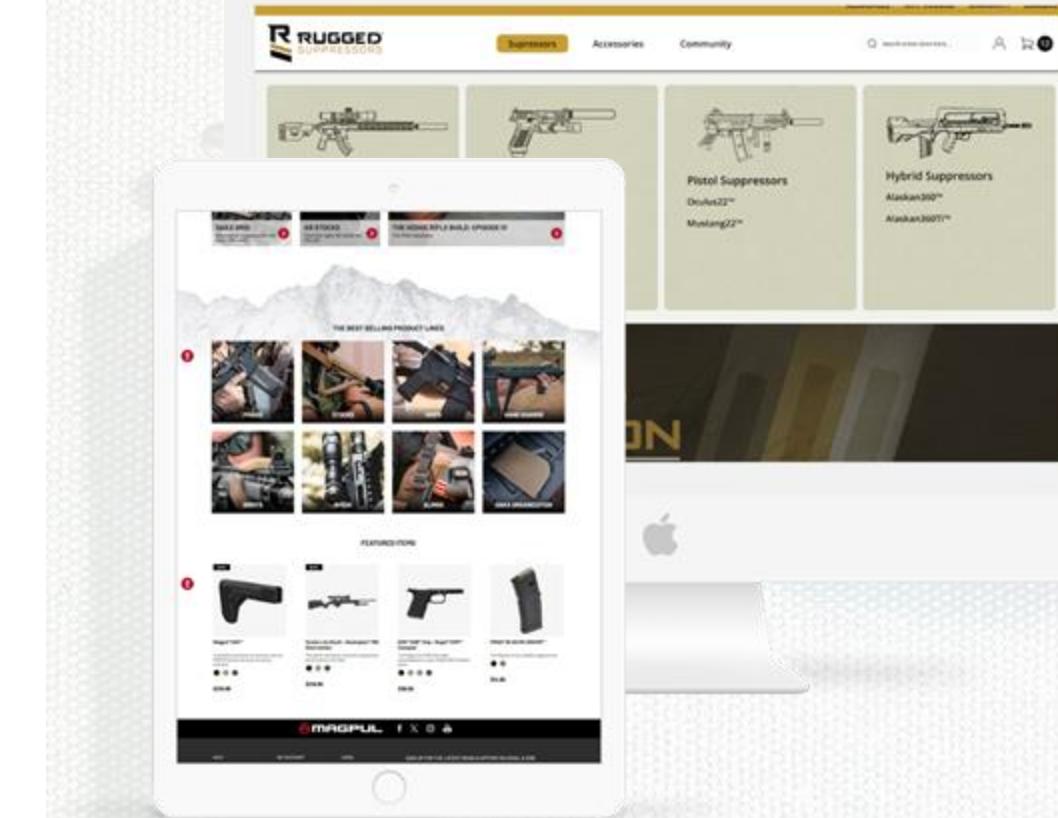


Innovative FFL Software Solution
FFL Checkout
Automated post-sale compliance workflows
Most comprehensive FFL database in the industry



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Trusted 2A partner with 10+ years of results.
From compliance to conversion, we help you
grow with confidence.



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The Reality of Selling Online in the 2A Space

- Ad restrictions & payment limitations
- Fragmented tech stacks w/o native 2A support
- Customer trust gaps
- Costly compliance workflows
- Lack of brand visibility and authority
- Lack of personalization and customer engagement



Crimson Agility's Perspective

Growth isn't about picking sides —
it's about uniting marketing
performance with operational discipline.



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What 2A Merchants Face Every Day



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When the Right Foundation Does the Work for You

- **Problem:** Mid-size 2A retailer with manual FFL validation and disconnected compliance tools, fragmented audience behavioral data
- **Solution:** Use implemented compliant Unified data structure + SEO + embedded compliance systems + data-driven personalization

+35% **Zero**

online sales growth in 6 months

compliance incidents

Faster dealer approvals & customer audience growth



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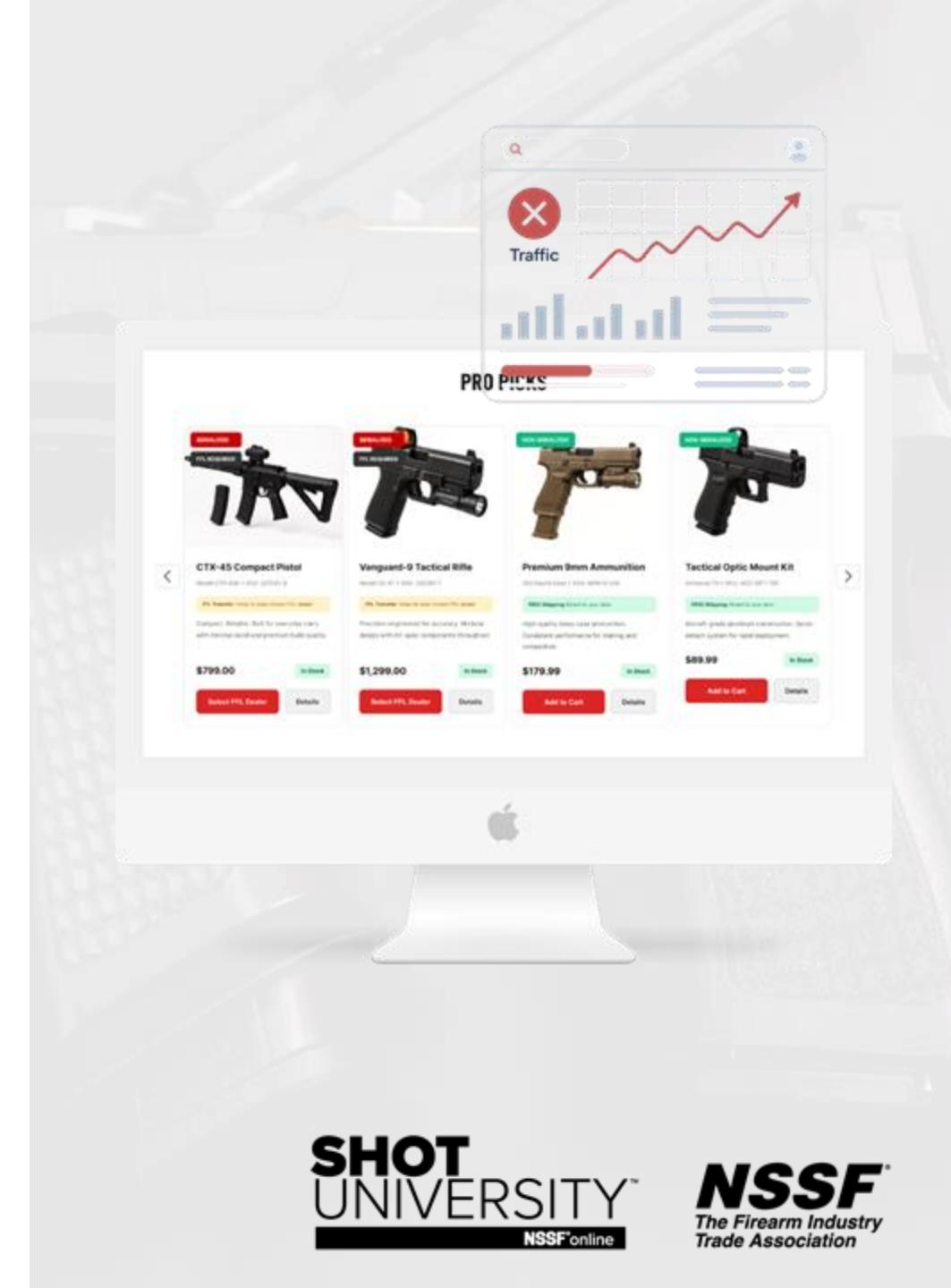
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Getting Found When Ads Don't Work (...but can)

- Build GEO-based SEO strategies tailored for restricted industries.
- Use compliant metadata and content frameworks.
- Regional subdomain routing to stay within policy.
- Future-proof discoverability even during ad restrictions.
- **Use of innovative and Compliant Google Ads strategies for 2A companies**



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Resilience Pays Off

Ammo brand lost 60% traffic after ad disapprovals.

Implemented compliant content architecture and localized SEO.

Recovered
40%
of traffic within 45 days.

Sustained organic visibility with consistent performance.



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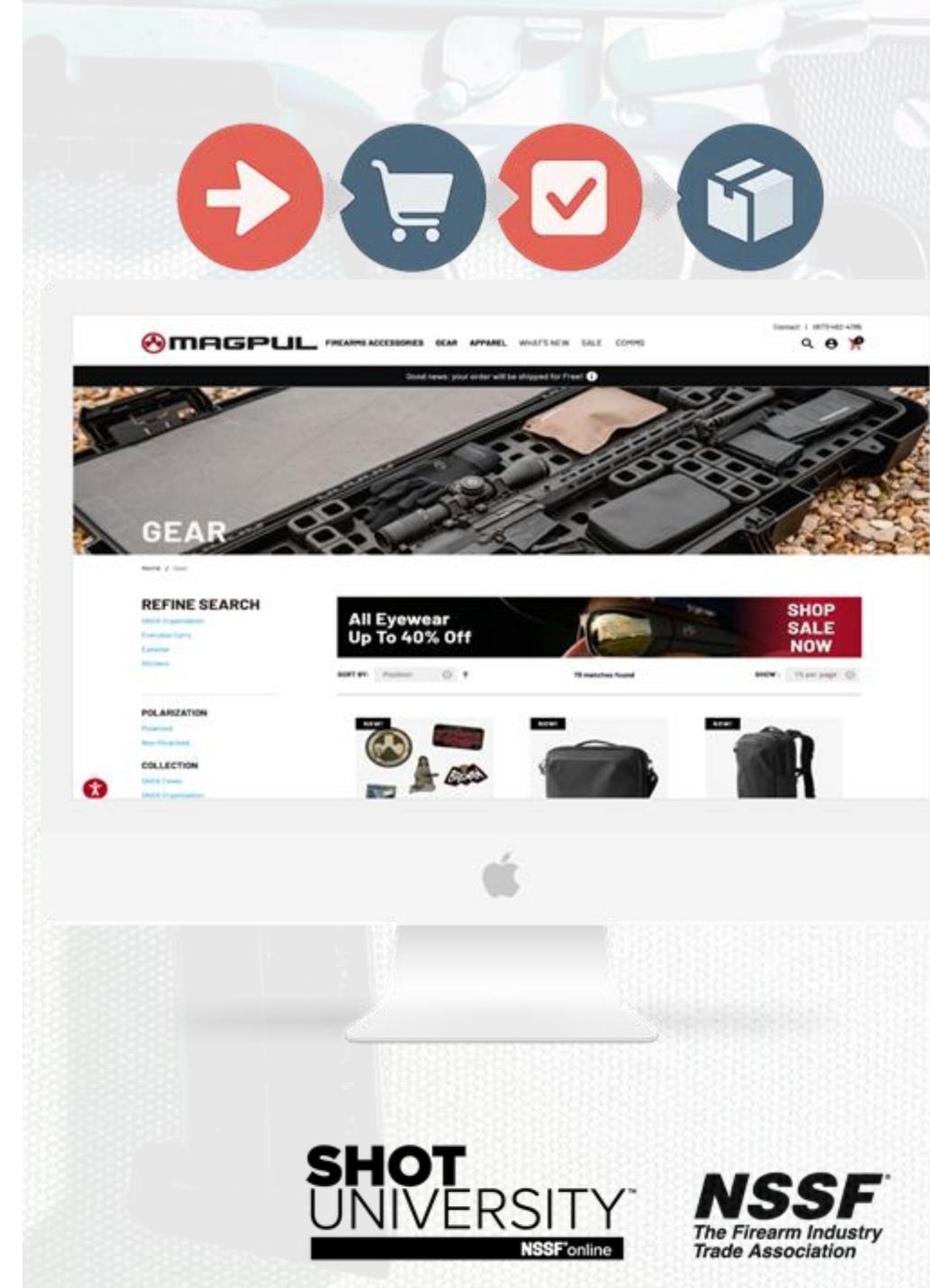
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Increasing Clicks

- **Show trust:** Display badges and affiliations
- **Educate to engage:** Use short videos, guides, and blogs that teach.
- **Look credible:** Mix lifestyle & close-up product visuals.
- **Target intent:** Optimize around buyer behavior, not just keywords.
- **Write smart:** Use compliant, action-based language — upgrade, precision, freedom.



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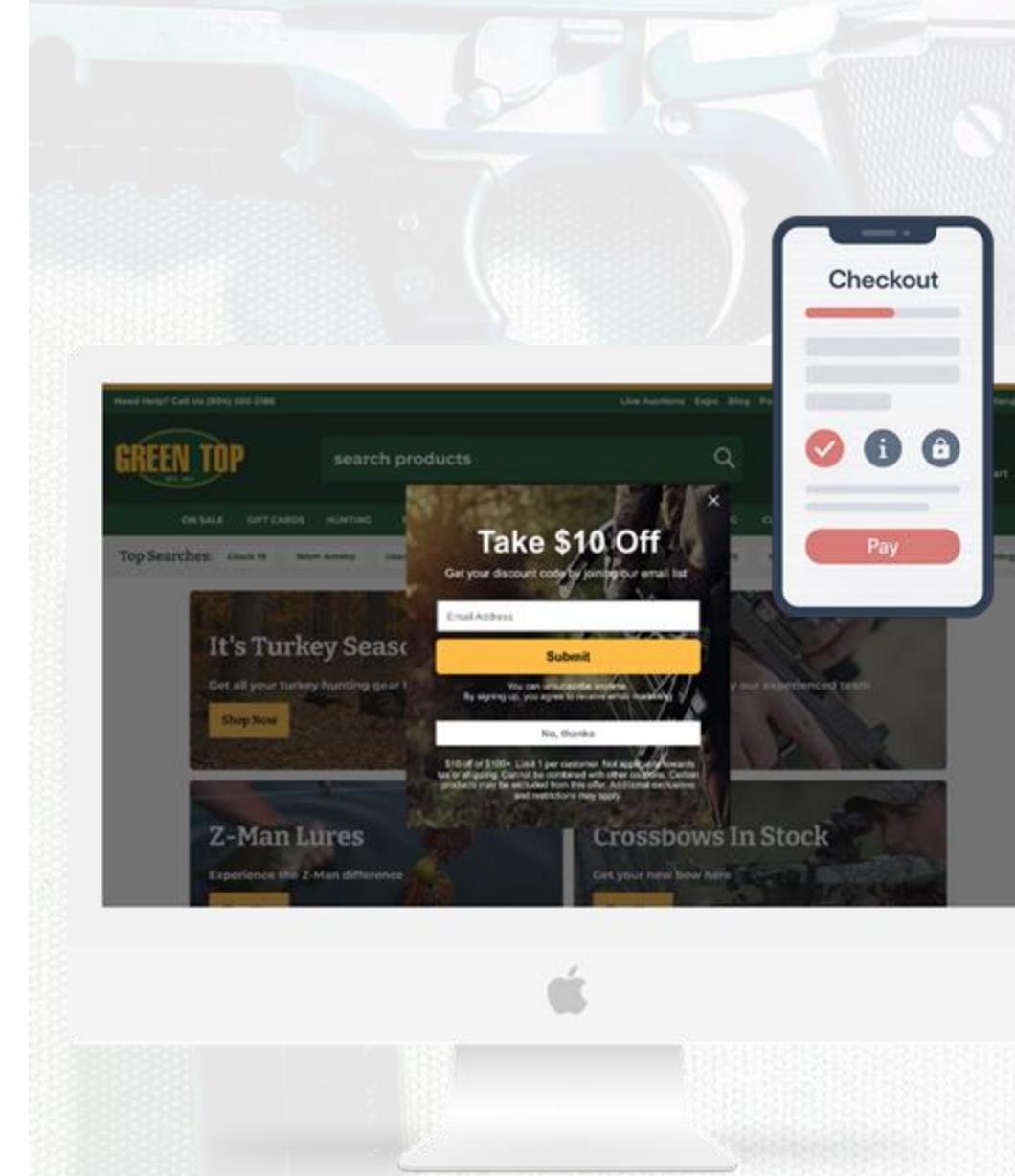
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Increasing Conversions

- **Personalize:** Recommend products based on browsing and clicks.
- **Be transparent:** FFL shipping & legal steps.
- **Educate buyers:** Help them understand why FFL handling matters.
- **Simplify checkout:** Prioritize speed, trust, and clear UX.
- **Build loyalty:** Follow up with education, rewards, and reorders.



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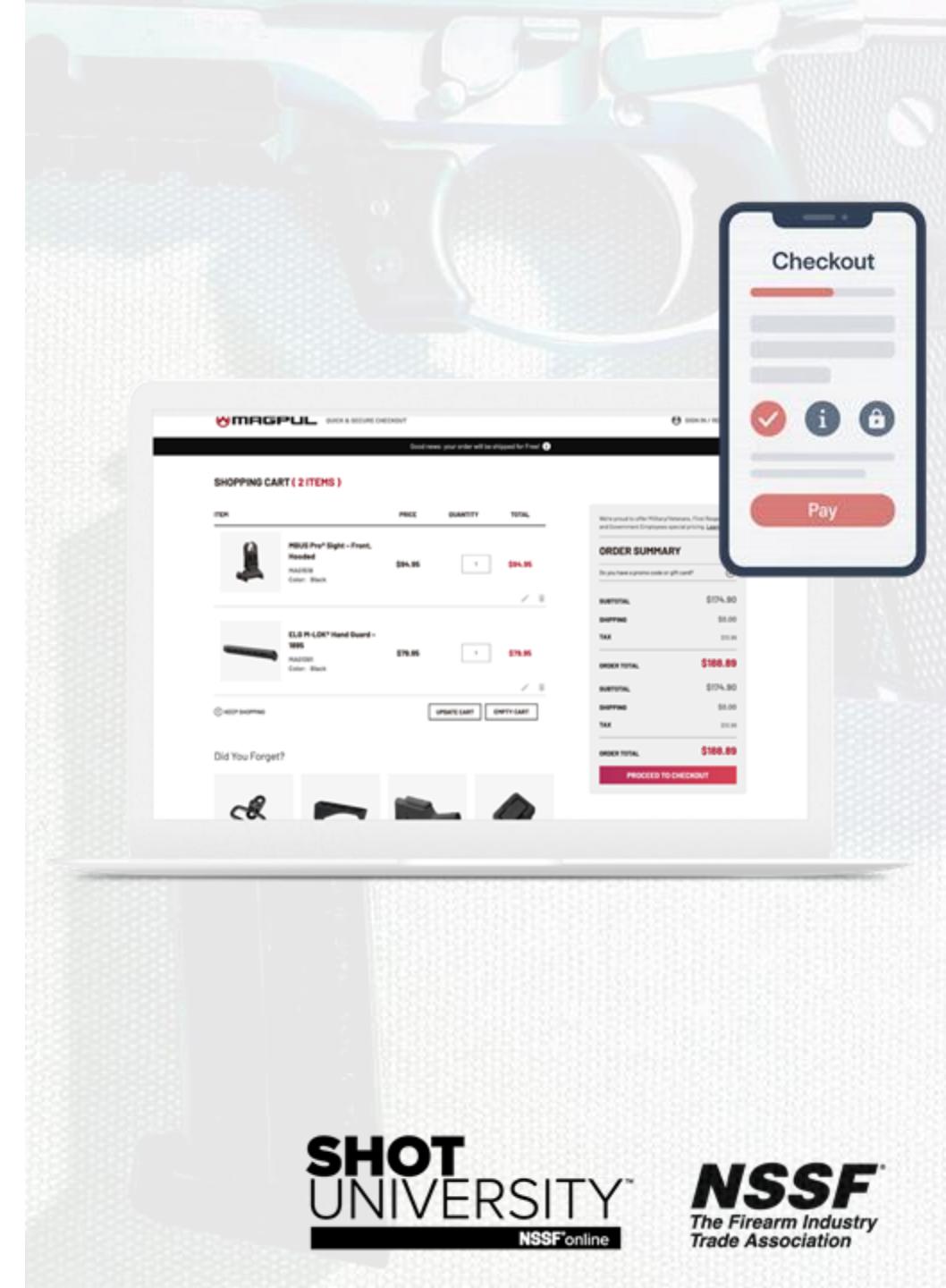
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From Click to Checkout Trust Reduces Friction

- Simplify UX flows for fast, intuitive navigation.
- Add trust signals, disclaimers, and transparent pricing.
- Design for mobile-first checkout experiences.
- Integrate modern FFL checkout and compliance workflows.



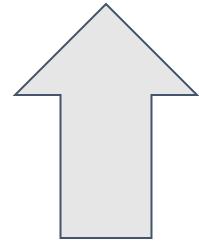
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Friction Down. Conversions Up.



2A merchant faced high cart abandonment.

Implemented Master FFL Checkout
and saw immediate impact

RESULTS

+25%

conversion rate increase

58%

fewer abandoned carts



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Select an FFL Dealer

30075
Found 240 results for Zip Code: 30075

FFL Status: 20+ Map View List View Filter By Preferred

Business Name	Address	Category	Rating	Reviews	Distance from center	Working Days	Hours	Actions
Chattahoochee Munitions, Inc.	644 FLU STREET ROWELL, GA 30075	Gun Shop	5.0 (24 reviews)	2.7 miles from center	Working Days: Monday-Friday	8:00 AM - 5:00 PM	Select	
Lemco Precision, Llc	121 MANSELL PLACE UNIT 204 ROWELL, GA 30075	Gun Shop	5.0 (21 reviews)	3.4 miles from center	Working Days: Tuesday-Friday	10:00 AM - 5:00 PM	Select	
Sandy Springs Range And Gun Club	1040 BOSWELL ROAD SANDY SPRINGS, GA 30328	Shooting Range	4.8 (808 reviews)	5.7 miles from center	Working Days: Monday-Sunday	8:00 AM - 5:00 PM	Select	
KF Armory	5755 NORTH POINT PARKWAY SUITE 100 ALPHARETTA, GA 30009	Gun Shop	4.8 (14 reviews)	6.2 miles from center	Working Days: Monday-Friday	10:00 AM - 5:00 PM	Select	
Big Woods Goods	350 BONNELL ROAD CANTON, GA 30091	Sporting Goods	4.7 (309 reviews)	10.4 miles from center	Working Days: Monday-Sunday	8:00 AM - 5:00 PM	Select	
Norcross Gun Club And Range	5005 PEACHTREE INDUSTRIAL BLVD NORCROSS, GA 30071	Gun Club	4.0 (110 reviews)	12.1 miles from center	Working Days: Monday-Sunday	8:00 AM - 5:00 PM	Select	
Bulls Eye Marksman, Llc	8100 PARKWAY NORTH DR CUMMING, GA 30040	Gun Shop	4.2 (784 reviews)	13.3 miles from center	Working Days: Monday-Sunday	8:00 AM - 5:00 PM	Select	
Johns Creek Indoor Gun Range	2710 WACONNA FERRY RD SUMMERTIME, GA 30024	Shooting Range	4.5 (302 reviews)	14.8 miles from center	Working Days: Monday-Sunday	8:00 AM - 5:00 PM	Select	
Chuck's Firearms	761 ALEXANDER CIRCLE ATLANTA, GA 30328	Gun Shop	3.8 (218 reviews)	15.4 miles from center	Working Days: Monday-Saturday	8:00 AM - 5:00 PM	Select	
The Vault	2601 MUSKELL RD NW MARTINSVILLE, GA 30056	Gun Shop	4.0 (125 reviews)	15.4 miles from center	Working Days: Monday-Friday	8:00 AM - 5:00 PM	Select	
Etowah Arms, Llc	301 KELLY CLARK CT SE CANTERBURY, GA 30321	Gun Shop	4.8 (43 reviews)	17.6 miles from center	Working Days: Monday-Friday	8:00 AM - 5:00 PM	Select	
Dixie Pawn Llc	11221 VETERANS MEMORIAL HWY S HAMILTON, GA 30336	Pawn Shop	4.8 (216 reviews)	17.9 miles from center	Working Days: Monday-Saturday	8:00 AM - 5:00 PM	Select	

Stores can curate list of receiving FFL dealers

Rich dealer attribution drives conversions

Automated, Scalable Compliance Workflows

Manual process are slow, error-prone and costly

Master FFL's Workflows Automate:

- All comms with receiving FFL Dealer
 - Exception handling; i.e, Opt-out
 - FFL license acquisition and verification
(including SOT and LOA)

Compliance teams increase efficiencies lowers cost



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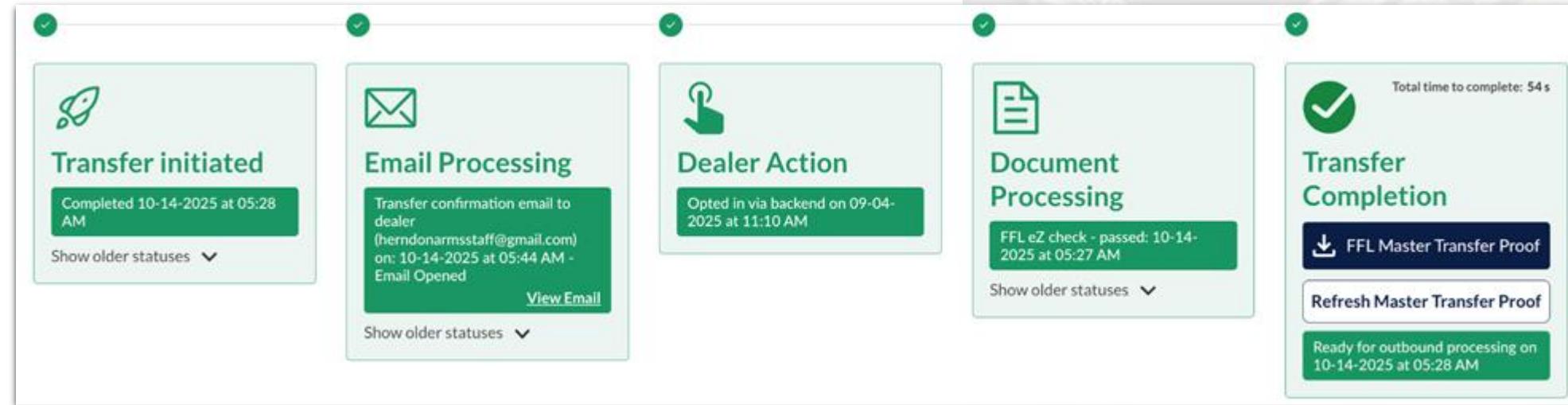
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RESULTS

96% Autonomous Transfers

From Costly Risks to Affordable Reliability



Compliance achieved through automation = faster, better, and cheaper.



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Performance Meets Protection



- traffic growth
- UX
- conversion optimization

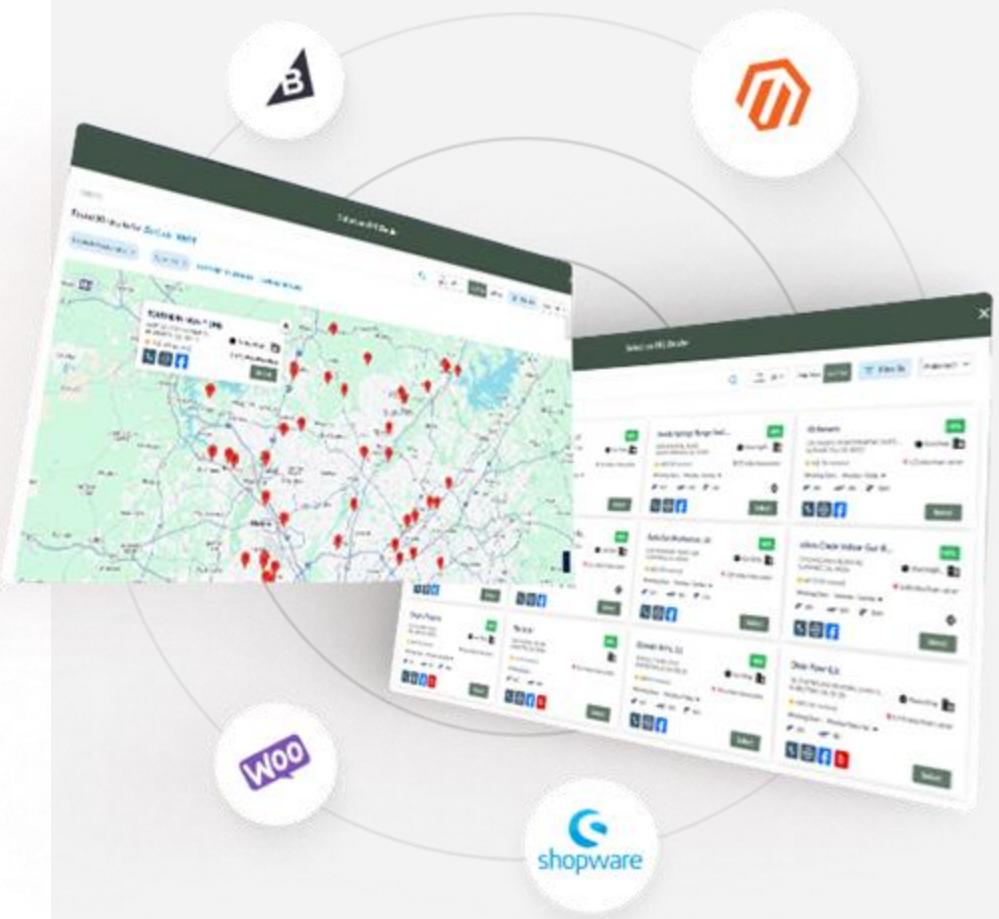


- verification
- automation
- regulation alignment

Together, we help brands scale safely and confidently.



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Marketing and compliance in one
seamless system.

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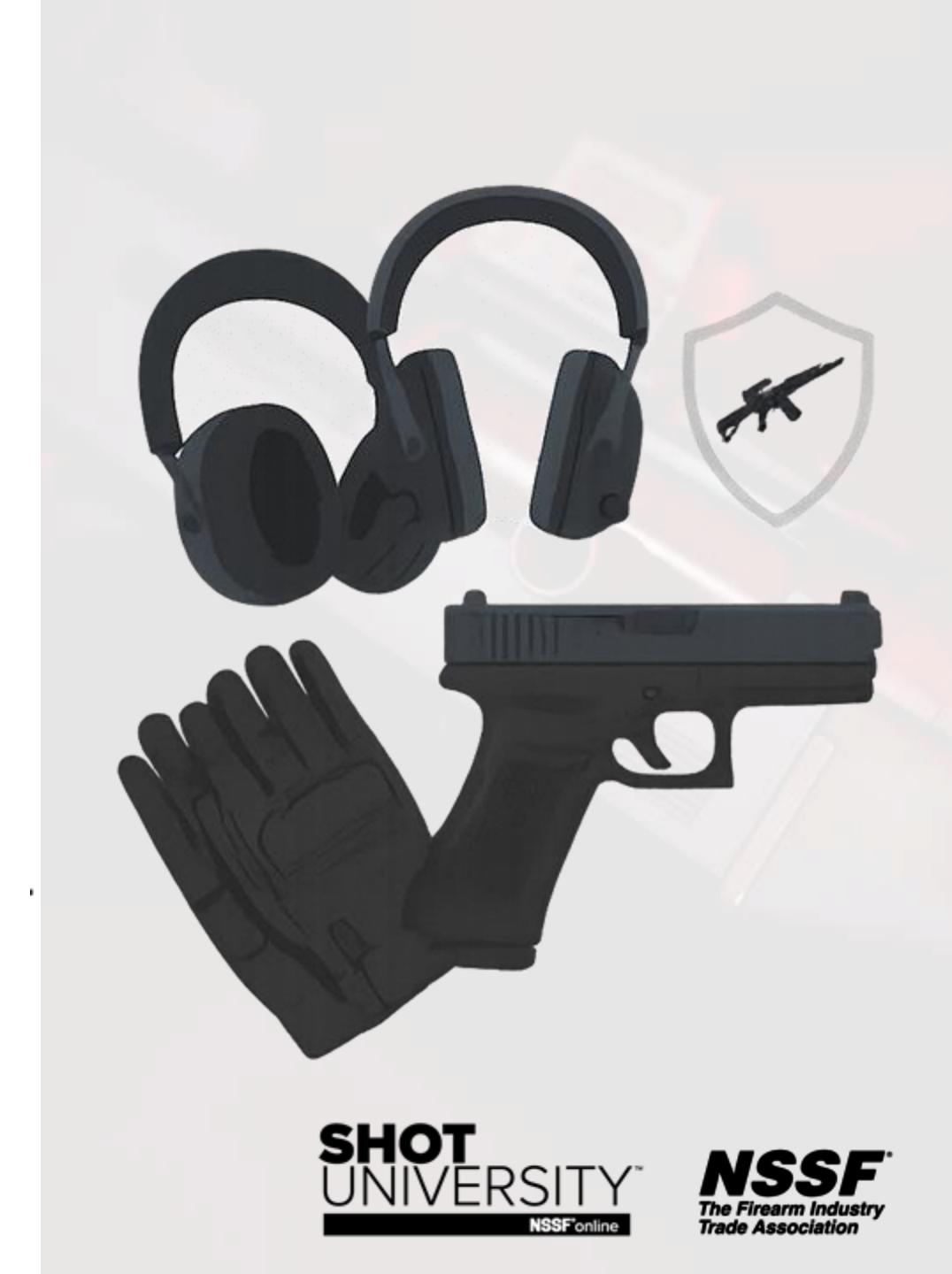
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The Hidden Risk Most Teams Miss

- ITAR violations often occur unintentionally through digital exports.
- ITAR Layer adds invisible protection for location-based access.
- Ensures content and data stay where they belong.
- Protection that never slows your business down.



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Prevention Pays

Night-vision supplier nearly published restricted content globally.

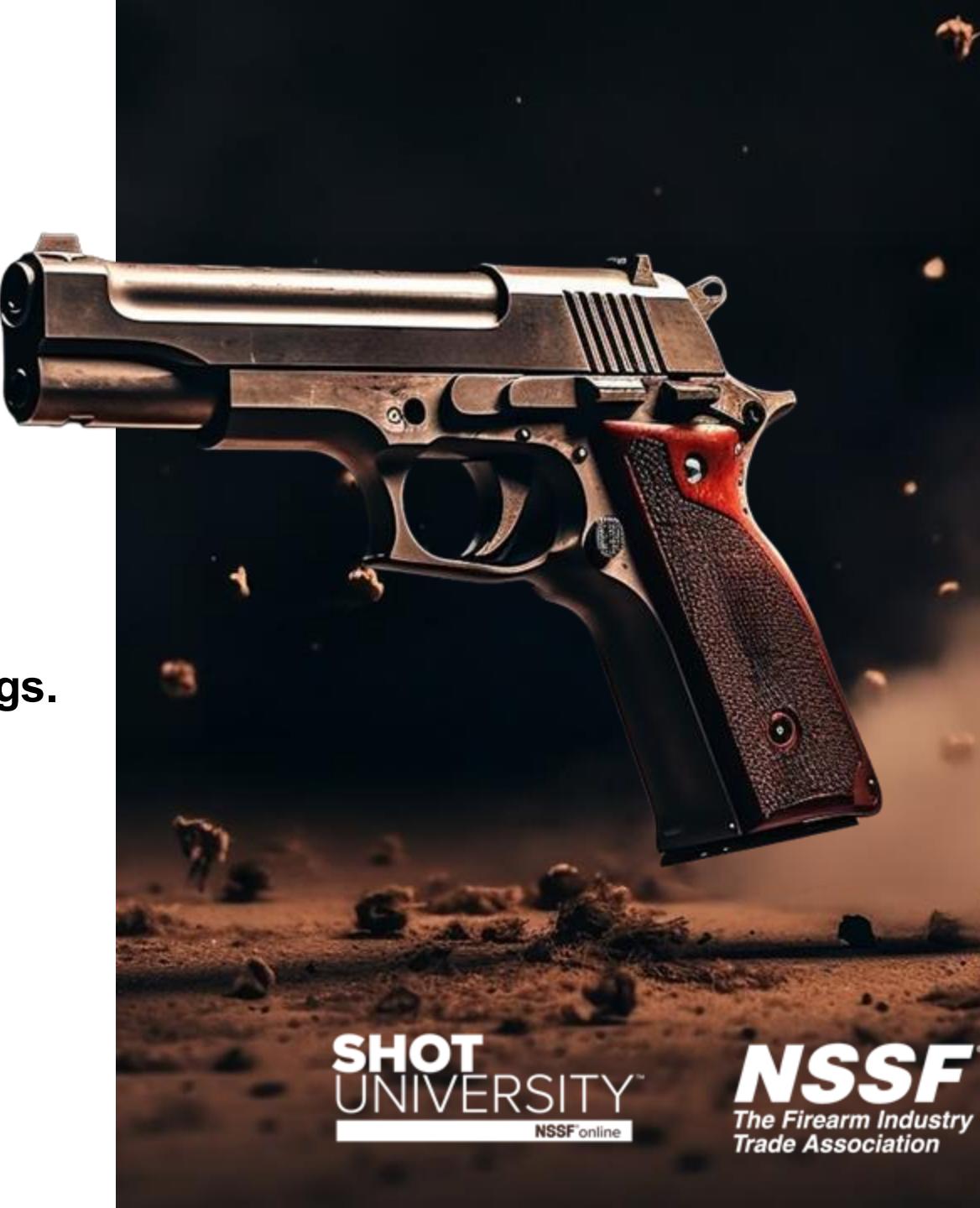
Added ITAR gating, access controls, and audit logs.

Saved \$250K+ in potential fines.

Protected both platform access and dealer trust.



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Ready for a Safer, Smarter Build?

Let's modernize your 2A storefront
— safely and efficiently.

Book your free Compliance + Conversion Consultation.



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