

More Clicks, Higher Conversions and Better Compliance

A Blueprint for a Modern 2A E-Commerce Store



CRIMSON
— AGILITY —



Master FFL
SCALABLE COMPLIANCE

Date

Wednesday October 15, 2025 3:00 PM EST

Speakers

Adam Fabian - Crimson Agility

Jeff Bridges - Master FFL

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with Crimson Agility
and Master FFL



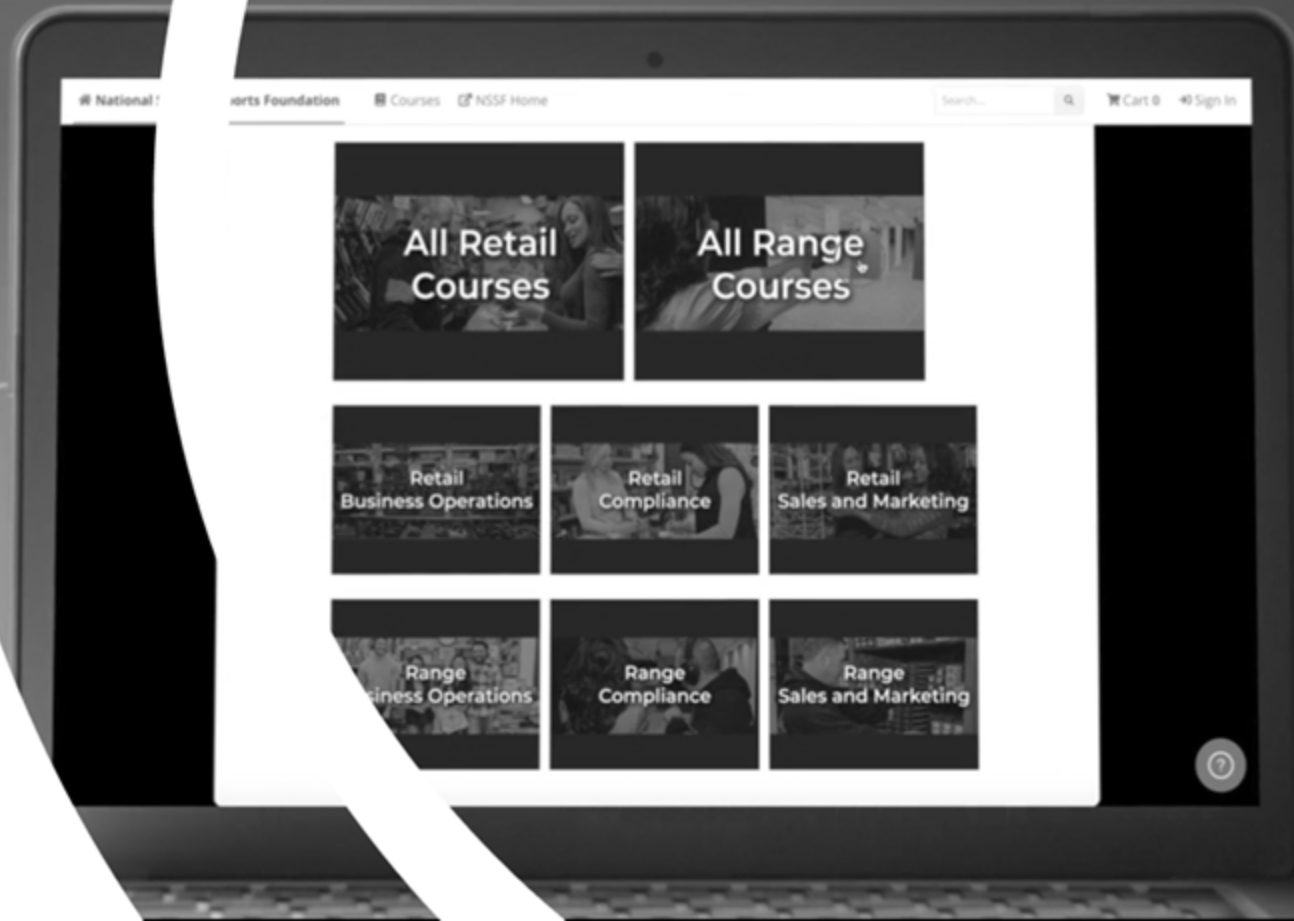
NSSF Educational Resources



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

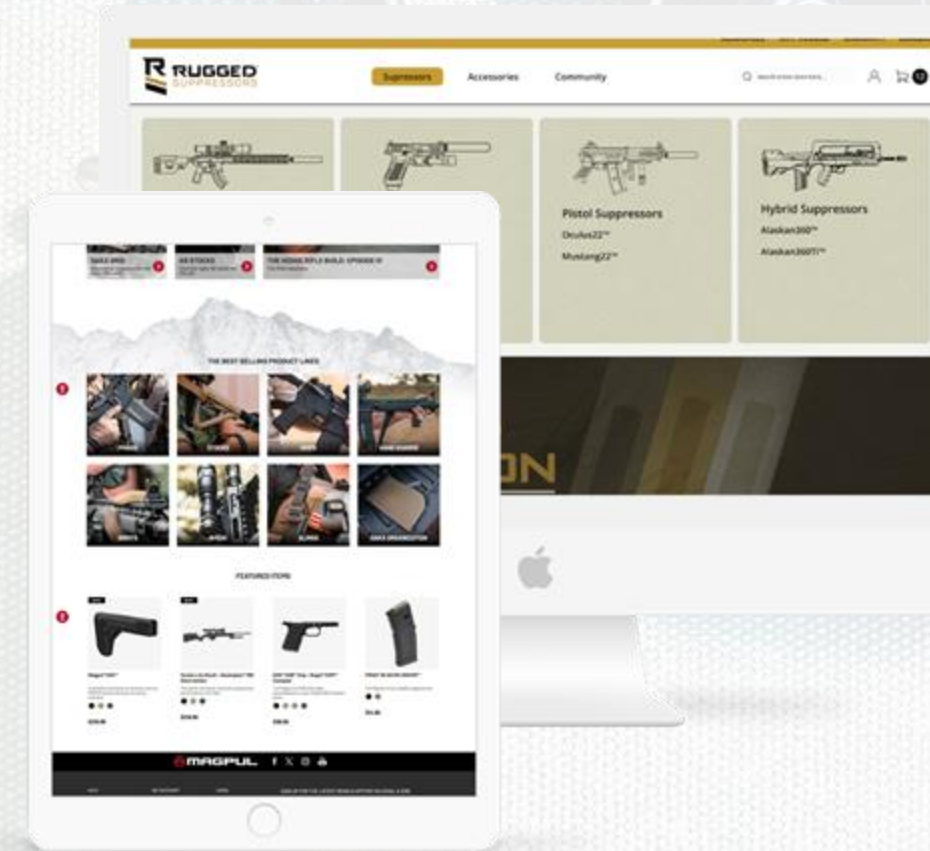


Innovative FFL Software Solution
FFL Checkout
Automated post-sale compliance workflows
Most comprehensive FFL database in the industry



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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%

online sales growth in 6 months

Zero

compliance incidents

Faster dealer approvals & customer audience growth



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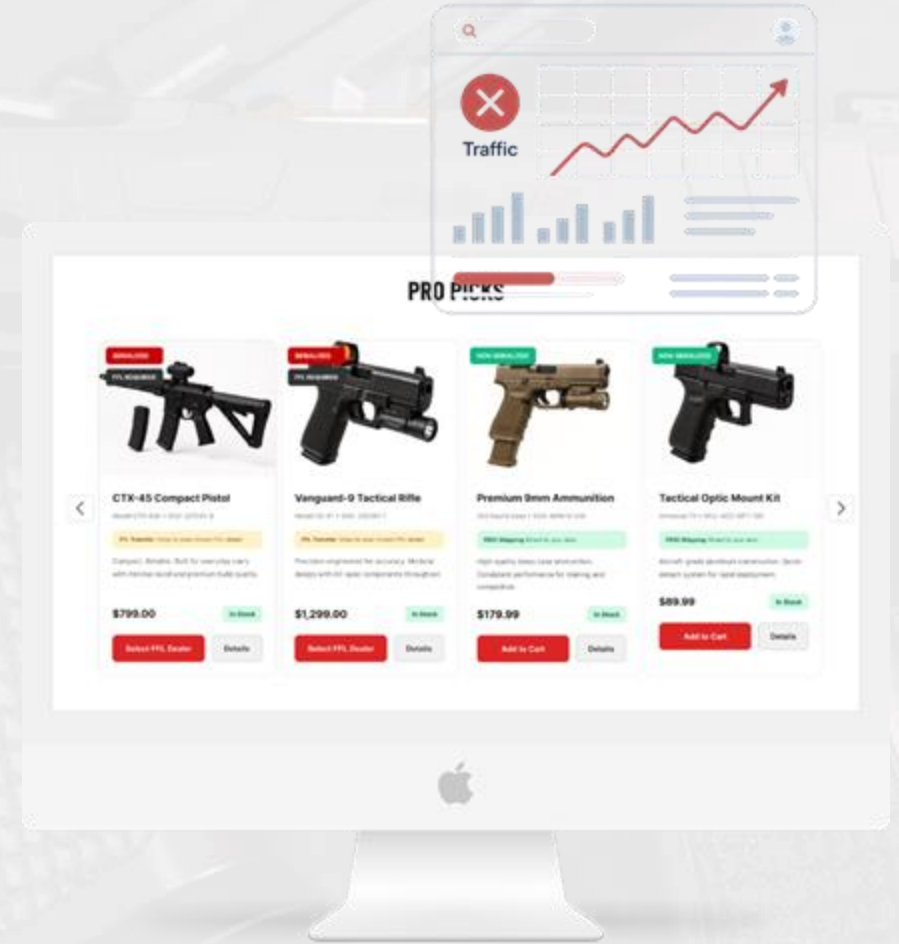
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Getting Found When Ads Don't Work (...but can)

- 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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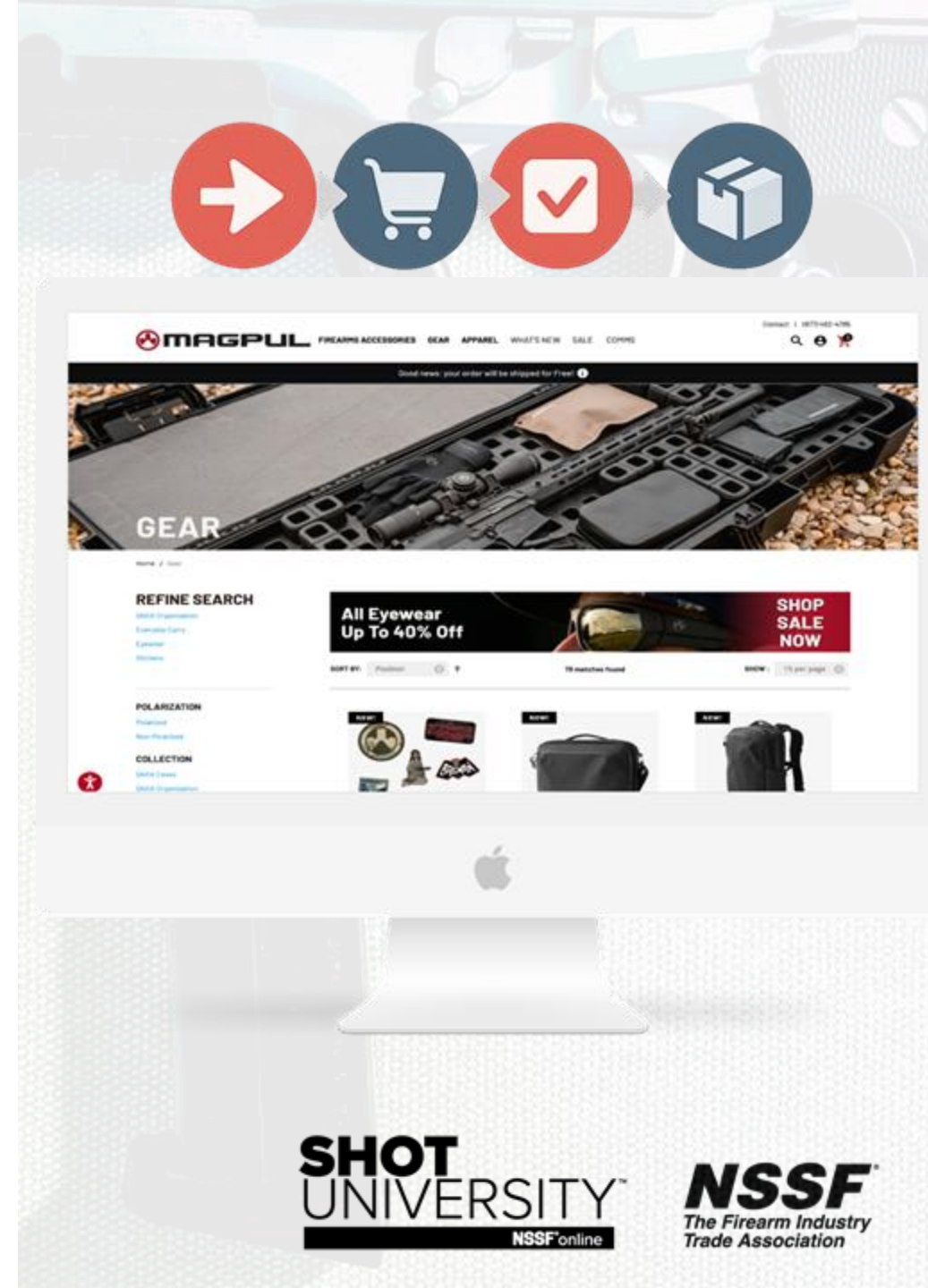
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Increasing Clicks

- **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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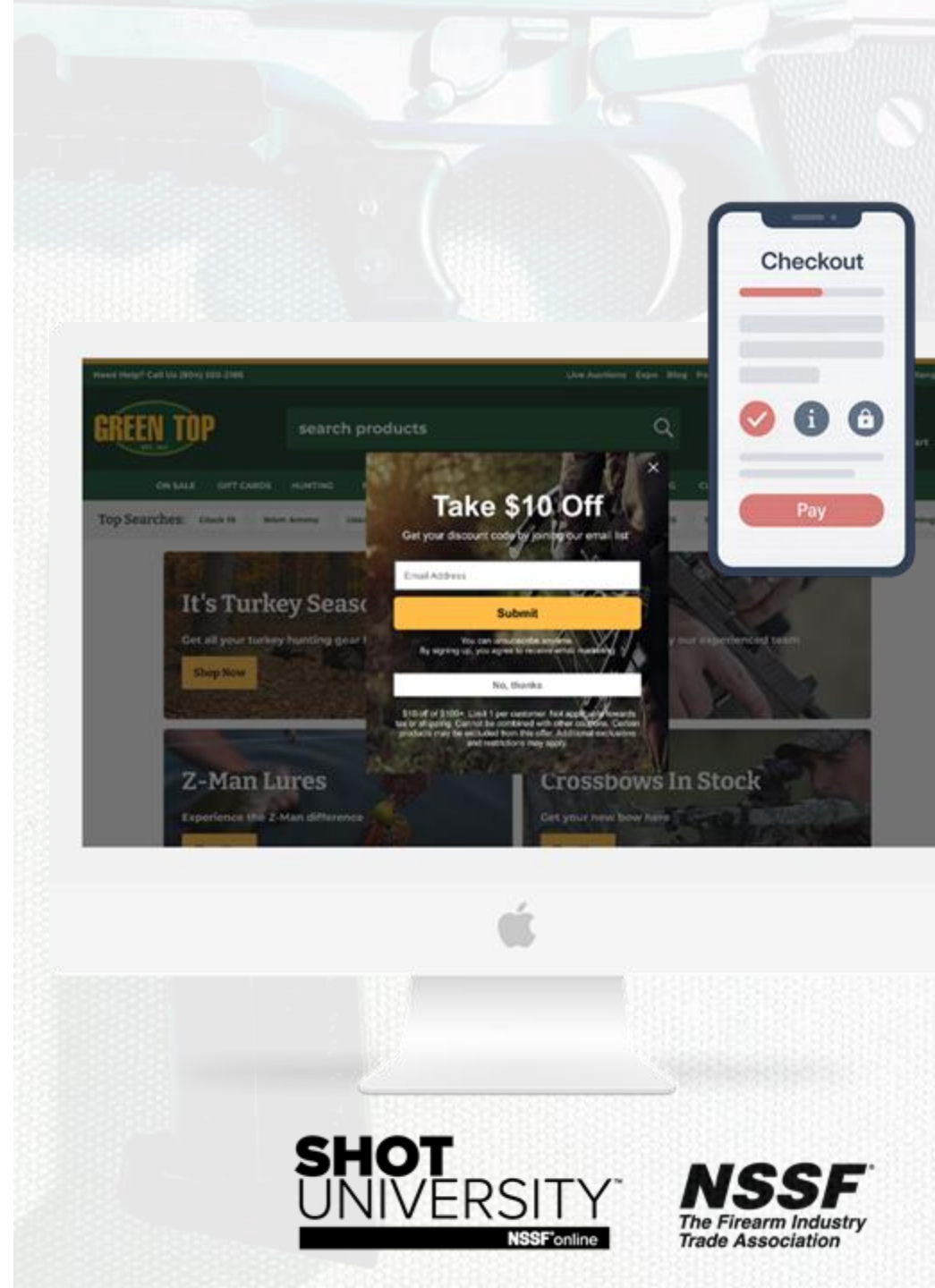


Increasing Conversions

- **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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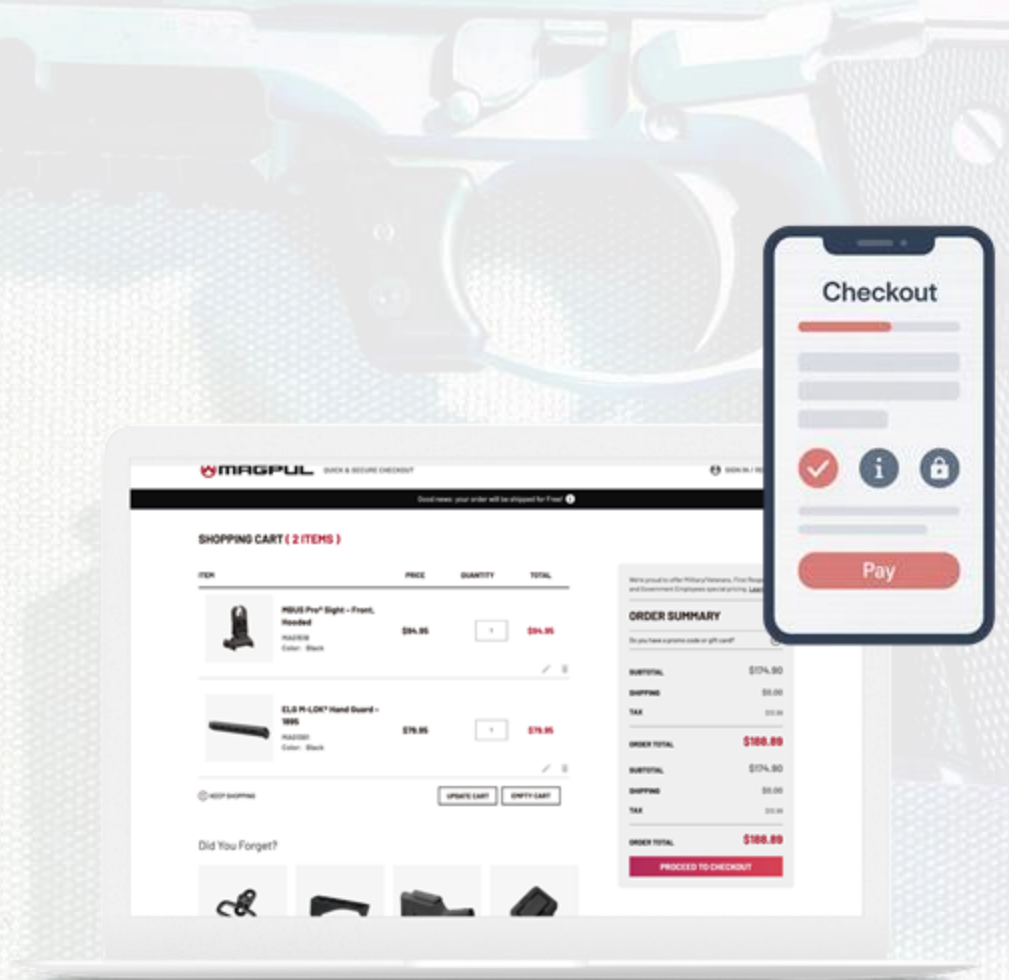
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From Click to Checkout Trust Reduces Friction

- 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.



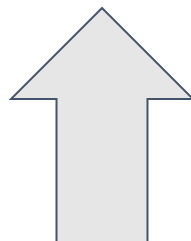
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Friction Down. Conversions Up.



2A merchant faced high cart abandonment.

Implemented Master FFL Checkout
and saw immediate impact

RESULTS

+25%

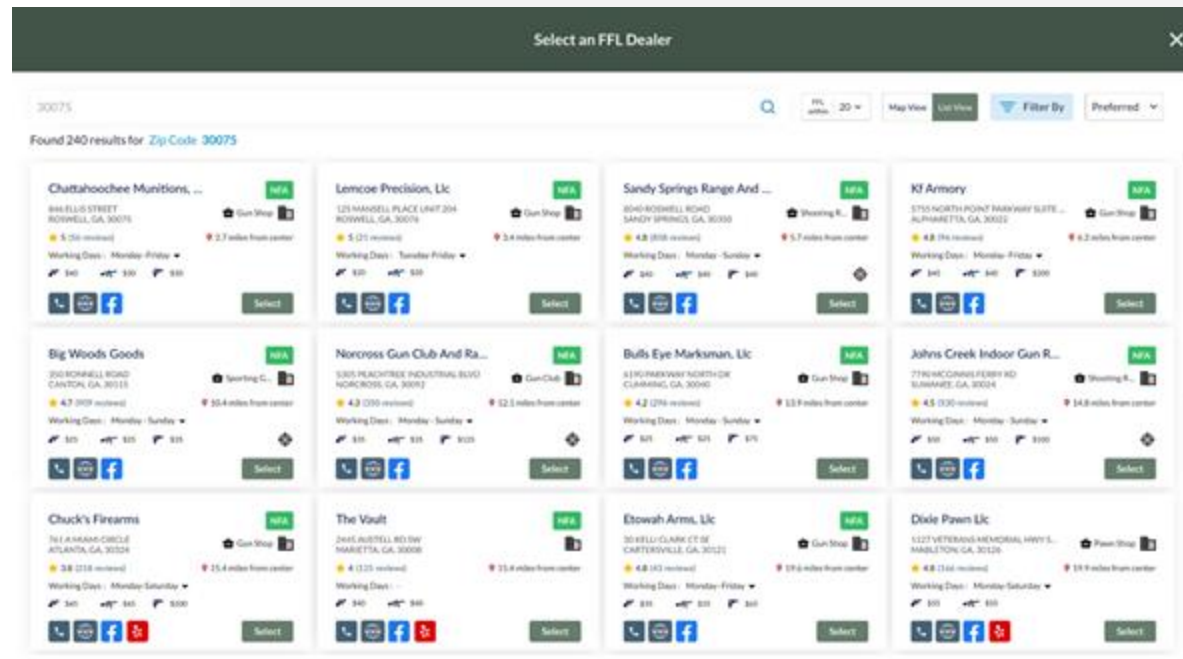
conversion rate increase

58%

fewer abandoned carts



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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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The image displays two overlapping documents. The top document is the 'Master FFL Transfer Proof (EL-154-24582-43973)'. It features a progress bar at the top with four stages: 'Transfer Initiated' (10/14/2025, 05:27 AM), 'FFL Dealer Transfer Accepted' (09/04/2025, 11:10 AM), 'Documents Validated' (FFL License: 10/14/2025, 05:27 AM), and 'Transfer Ready' (10/14/2025, 05:27 AM). Below the progress bar, the document is divided into sections: 'Order details' (Model: CZ-USA P-10 F Optic/Suppressor-Ready 9mm 1/2x28 21rd Blk Handgun w/ RMR Co-Witness Sights, (3) Back Straps & Rev Mag Catch 91556; Type: Handgun (Pistol or Revolver); SKU: 91556-CZ), 'Seller FFL Dealer Details' (Business, FFL License: 8-23-081-08-6J-10545, Expires: 09/01/2026, EzCheck: Pass 10/14/2025, 05:27 AM), 'Receiving FFL Dealer Details' (Business: HERNDON ARMS, Preferred Shipping Address: 795 CENTER ST STE 4A, HERNDON, VA, 20170; FFL License: 1-54-059-07-7K-24582, Expires: 10/01/2027, EzCheck: Pass 10/14/2025, 05:27 AM; Contact: Christopher Yalung, herndonarmstaff@gmail.com, +1-703-435-4222), and 'Transfer History Details' (Ready for Outbound Process: Transfer workflow complete on 01:27 AM; Documents Validated: FFL eZ check - Pass 10/14/2025; FFL Document acquired 01/10/2025; Dealer Action: Opted in via backend 09/04/2025; Transfer initiated: Initiated 10/14/2025, 05:27 AM (www.europtic.com)). The bottom document is the 'Seller FFL License Certificate' (Federal Firearms License, 18 U.S.C. Chapter 44). It includes the U.S. Department of Justice seal, the license number 8-23-081-08-6J-10545, the expiration date September 1, 2026, and the licensee's name Christopher Yalung. It also features a large 'VERIFIED BY EZCHECK 10-14-2025' stamp and the Master FFL logo.

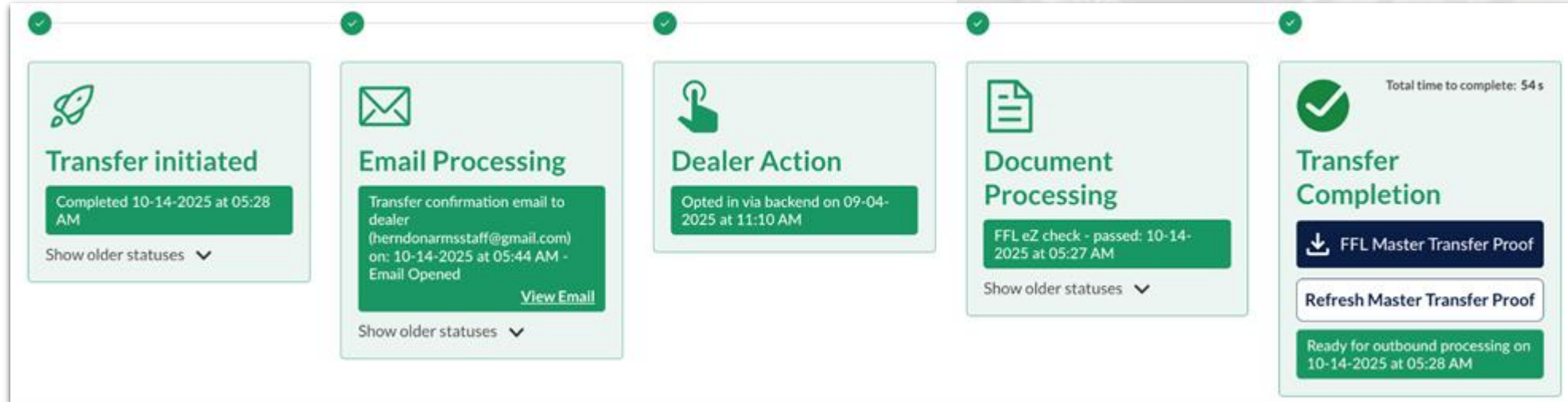
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From Costly Risks to Affordable Reliability

RESULTS

96% Autonomous Transfers



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



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Performance Meets Protection



- traffic growth
- UX
- conversion optimization

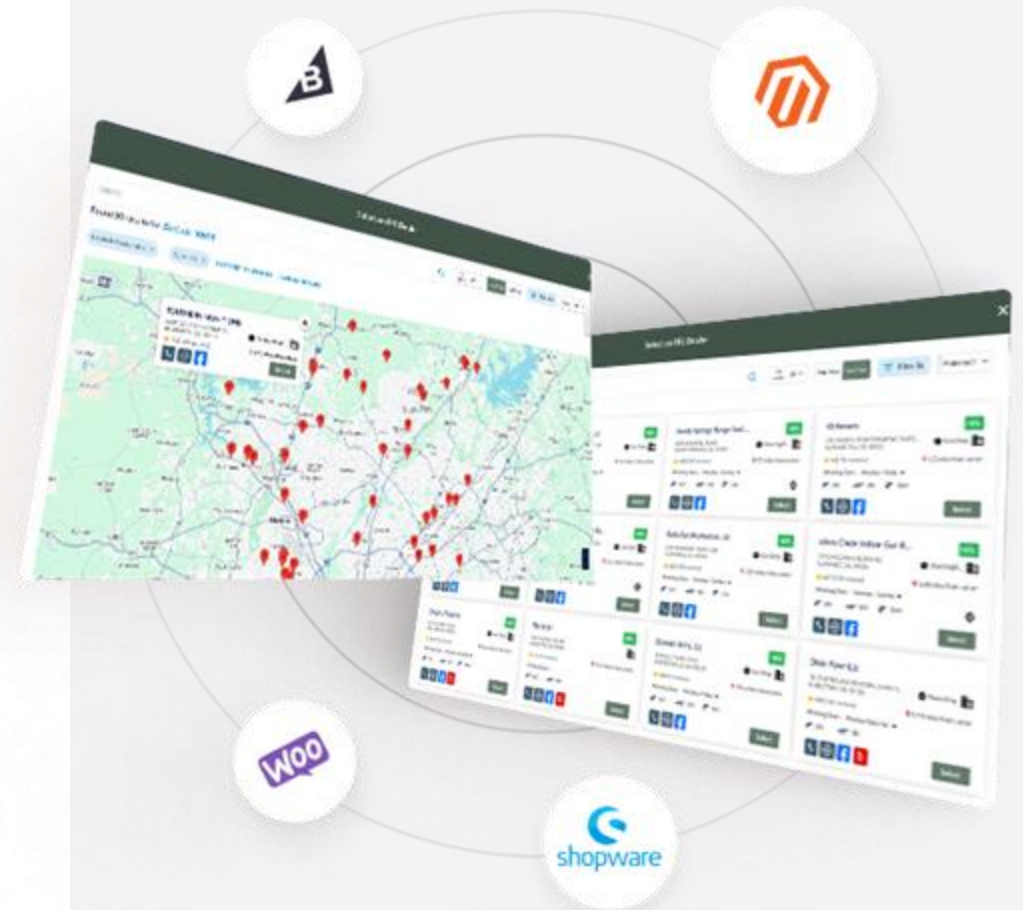


- verification
- automation
- regulation alignment

Together, we help brands scale safely and confidently.



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Marketing and compliance in one seamless system.



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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