MINDLESS

Web Dev, Paid Ads, SEO, Social & Analytics

B2B Performance Marketing

Case study

Complex Problems Require Simple Solutions

B2B Performance Marketing

A global B2B Billion dollar Enterprise struggling to improve RoAS while increasing monthly ad spend

Problem:
<u>Increase efficiency (ACV to Spend RoAS) while also increasing ad spend</u> within the already low search volume of high niche keywords being targeted by the client

Solution:
Our strategy was designed to mitigate all of these issues in a methodical manner
1. KW-match-device level tracking of Lead2Deal conversion
   a. This can be enabled with **dynamic and custom parameters in url**
2. **Campaign segmentation** at LoB, device & match type levels depending on budget
   a. More control over budget and bidding strategies
   b. Maximize SIS on exact/phrase match of top performing KWs
   c. Detailed reporting to analyze performance of each variable
3. Use **OCI (offline conversions import)** for attribution of conversions & values
   a. OCI allows you to build an array of conversion actions based on rank, industry or segment parameters and attach dynamic or custom values to each
   b. Allows you to calculate ACV/MQL and use the same for value based tRoAS bidding
4. Lookalike audience targeting on Social **(facebook and instagram)**
   a. Build segment level look alikes and target them with different messages
   b. Exclude current customer base and lead base of past 90 days
5. **Retargeting**: Build a separate campaign with offers and comparison messaging targeted towards audience which visited website within last 30 days and did not convert into leads

**Results:
In 6 months**

CPL

$240 (New)

$315 (Old)

RoAS

1.35x (New)

0.70x (Old)