

# DATA-DRIVEN STRATEGY INCREASED DEMO REQUESTS 143% WITHIN FIRST 3 MONTHS OF ENGAGEMENT

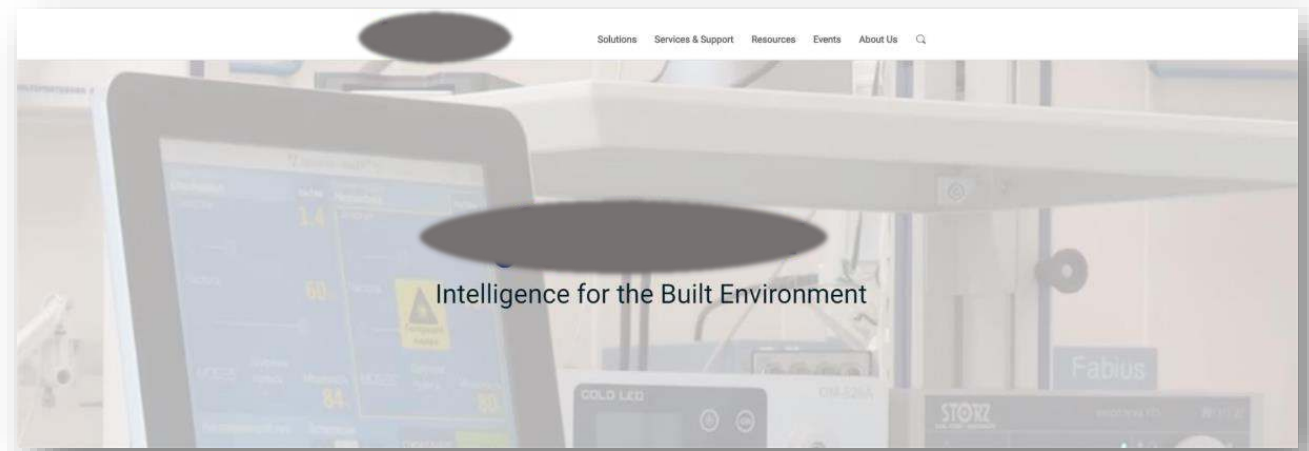
## Business Challenges

- Need a partner to turn raw data into strategic information
- Previous agency did not meet desired work pace
- Poor lead volume & quality as a result of broad targeting

## (un)Common Approach to PPC

- Weekly report with granular insights for product managers
- Implemented regular & scheduled optimizations to improve overall performance
- Comprehensive keyword research to align with user queries & pain points

## (un)Common Results



Demo Requests vs. CVR by Quarter

