

INCREASED SQL VOLUME BY 260% WHILE DECREASING CPL BY 64% FROM Q2 TO Q4

Business Challenges

- Increasing results (quality leads) while decreasing CPL
- Nurturing the full traffic funnel
- Improving conversion tracking + lead quality

(un)Common Approach to PPC

- Utilize multiple campaign types to target & capture full funnel
- Implement gated content for low barrier-to-entry lead capture
- Continuous optimization driven by ongoing analyses & testing

(un)Common Results



Quarter-over-Quarter Lead Generation

