

NEW CRM FEEDBACK LOOP LED TO 47% DECREASE IN CPL & \$207K INCREASE IN POTENTIAL REVENUE

Business Challenges

- Increasing quality and quantity of leads while identifying CPL target and Sales Qualified Lead generators
- Inability to access CRM lead funnel data led to optimization time lags

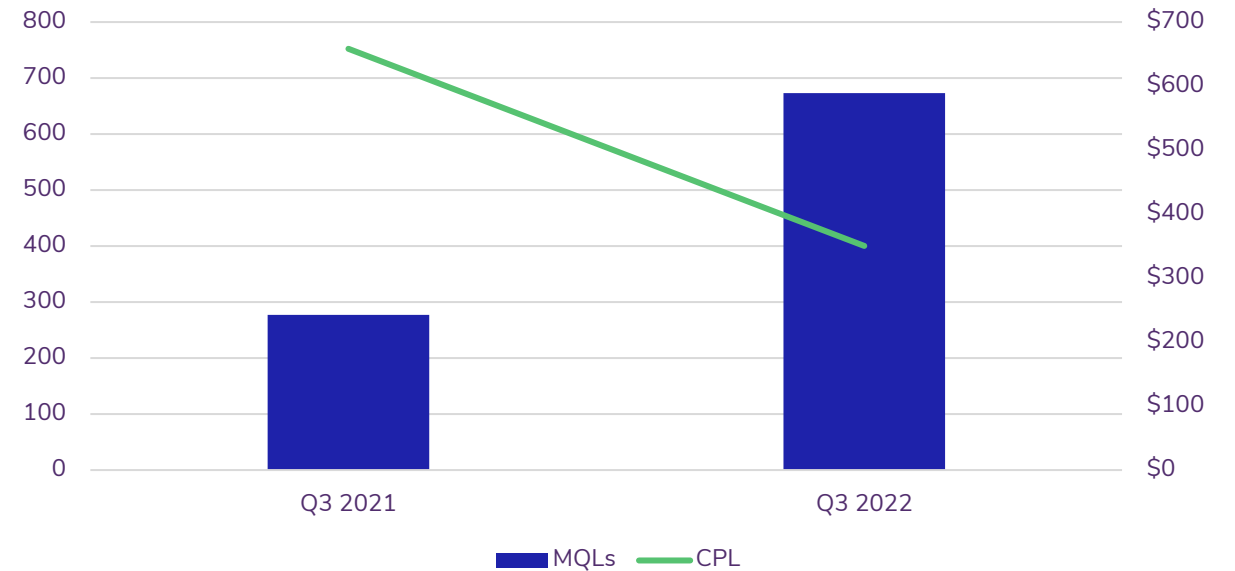
(un)Common Approach to PPC

- Identified MQL and SQL targets while improving CRM feedback loop through access to CRM system data
- Used client's CRM data to deliver effective and efficient optimizations driving to higher quality leads and lower CPL
- Eliminated wasted spend and optimized towards high performing ads resulting in 217% increase in CVR and **68% increase in SQLs**

(un)Common Results



YoY In-channel leads (MQLs) vs cost per lead (CPL)



Key

MQL – Marketing Qualified Lead

SQL – Sales Qualified Lead

CVR – Conversion Rate

CPL – Cost Per Lead

“I appreciate your diligence!”
- Digital Marketing Director