

# USER-FOCUSED, NIMBLE STRATEGY LED TO 98% INCREASE IN LEADS & 39% DECREASE IN COST PER LEAD YEAR-OVER-YEAR

## Business Challenges

- Rapidly growing and ever-changing in its objectives as client acquires new subsidiaries
- Difficulty growing lead volume with stable budget at efficient CPL
- Category creator & startup needs to scale lead volume as business grows

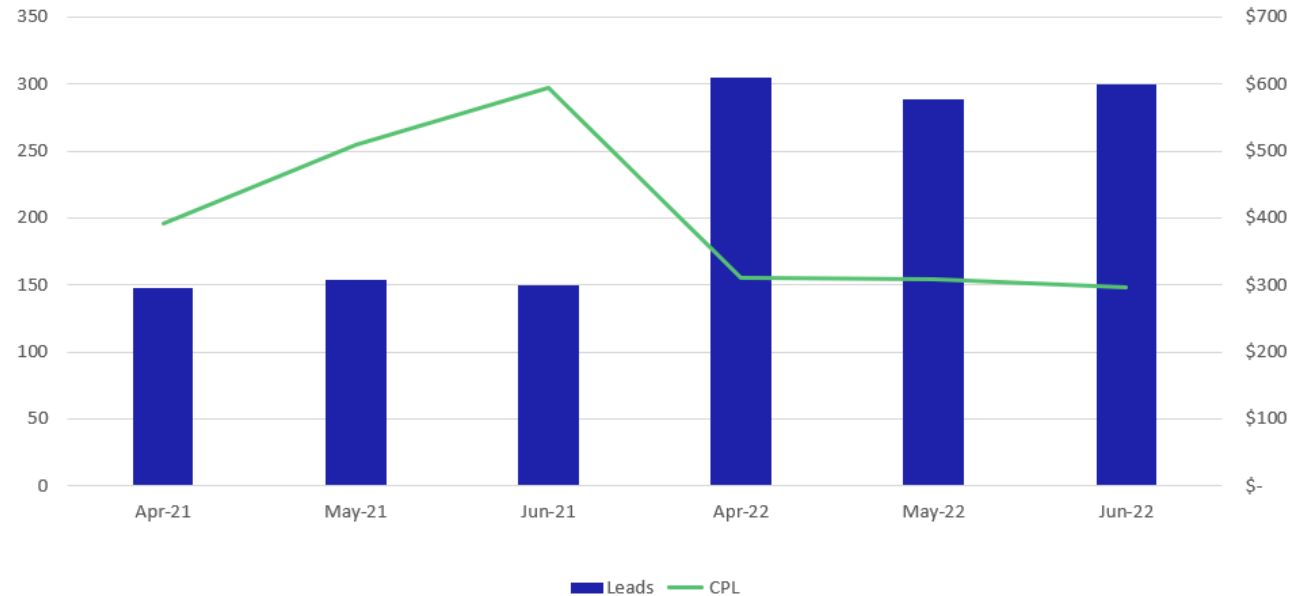
## (un)Common Approach to PPC

- Organized high-spending LinkedIn account by vertical to reflect business structure and diversified creative/content
- Created a LinkedIn lead nurture flow to re-capture users lower in the buying funnel
- Continuously optimized for high-volume, low-cost lead generation to maximize cost effectiveness across both Google and LinkedIn

## (un)Common Results



Google & LinkedIn Leads vs. CPL YoY



Thank you for consistently knocking it out of the park for us, for being so thoughtful and creative, and, most of all, being TERRIFIC partners!"  
– Marketing Manager, B2B IT company

