



# SAAS TRIPLES LEADS AFTER JUST 2 MONTHS

## CASE STUDY

A large SaaS organisation was not getting the full potential out of their Search Engine Marketing (SEM) campaigns.

Basic setup and almost no optimisation were limiting the growth of the channel and therefore making SEM a relatively low priority for the business.

### SUMMARY

After just two months leads increased with 316%, making SEM their single largest lead generation channel and a top priority for the business.

### WHAT I DID

#### Quick wins

- Directly made quick wins to the current account setup to illuminate unprofitable spend
- Improved Google Ads tracking and attribution to collect more valuable data

#### Restructuring and expanding

- Restructured Google Ads accounts to split out campaigns based on product, location and brand
- Expanded keyword list from 750 to 50,000+ keywords per location and brand
- Launched Bing Ads campaigns

#### Going forward

- Set up an ongoing optimisation schedule to optimise keywords, bids, ad copy's and landing pages
- Analysed historical marketing ROI to make CPA and budget recommendations

### RESULTS

By expanding the reach and restructuring their Google Ads account, volume and key metrics improved significantly after just 2 months.



**50,000**

keywords per  
location

**+216%**

increase in  
SEM leads

**-31%**

decrease in  
cost per lead

**+268%**

increase in  
SEM ROI