

Challenge

Case Study

SaaS Company

- **Limited Reach:** The client was only using Google Ads, which limited their ability to reach new, high-intent audiences.
- **High CPC:** The competition on generic search terms was driving up the cost-per-click (CPC), making it expensive to maintain a positive ROI.
- **Low Brand Awareness:** As a smaller new entrant in a competitive & niche market, there was a lack of brand recognition, which affected the volume and quality of leads.

Results

By integrating Meta and Google Ads, the client saw substantial growth in brand visibility, lead generation, and cost-efficiency in just one month.

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1500% increase in impressions:



59% increase in clicks:



800% increase in conversions:



44% reduction in CPC



Phase I

Establishing Brand Awareness and Expanding Reach

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- **Meta Awareness Campaigns:** Launched targeted campaigns on Meta to expand brand visibility and reach high-intent audiences.
- **Google Ads Optimization:** Focused on branded search terms to reduce CPC while capturing demand from Meta-generated interest.

Phase II

Driving Lead Generation Across Platforms

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- **Google Ads for Demand Capture:** Launched targeted campaigns on Meta to expand brand visibility and reach high-intent audiences.
- **Meta Lead Generation Campaigns:** Implemented lead generation ads on Meta to capture interest and drive users further down the funnel, effectively priming users for conversion.

Phase III

Results and Ongoing Optimizations

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