Microsoft IT Service Management platform

AD PLATFORMS

The company provides SaaS that help IT teams stay organized and better track issues. They are a B2B SaaS provider, designed to help organizations leverage their existing Microsoft investments to streamline IT service delivery and improve visibility and reporting.

Overall Ad Engagements	Low-Funnel Downloads	Impressions	Clicks
419K	**152**	**6M**	**84K**

Solutions

- **Performance Max Campaigns:** Used Google's Performance Max to reach users across multiple Google networks. Asset groups were segmented into brand-focused and feature-focused themes to align messaging with user needs, driving visibility and consideration at a lower cost.
- **Video Campaigns:** Deployed educational video content to introduce their Microsoft Teams Ticketing System and highlight key features. This strengthened top-of-funnel engagement and improved product awareness in a niche market.
- **Search Ads:** Targeted high-intent, non-branded keywords to capture in-market users actively seeking IT support solutions. These ads were optimized to lower acquisition costs and support new customer growth.
- **Branded Search Campaigns:** Reinforced awareness generated through Video and Performance Max by capturing users searching specifically for their company. This ensured low-cost, high-intent traffic from users already familiar with the brand.

Challenges

Brand Awareness: Being a small player in a niche SaaS IT-Service Management industry, they were lesser known

New User Acquisition: Because of their positioning, they struggled in expanding as consumers were unaware of the brand & its offerings.

Aftermath

By combining creative-driven video content, full-funnel Performance Max strategies, and high-intent search campaigns, Utopiads helped them expand awareness and drive cost-efficient leads. The integration of brand messaging with conversion-focused tactics enabled them to grow visibility, educate their niche audience, and consistently convert engaged users into qualified leads.

WSI