SCM organisation generates USD 1 Mn+ ARR

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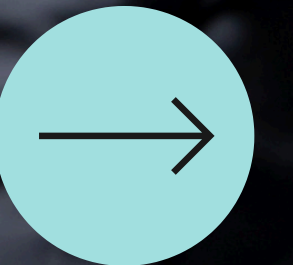
# Project Info

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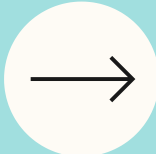
Services

Search Engine Marketing

Paid Ads

Platform

Google Ads Google

Analytics Microsoft Ads

Result

52% Reduced Cost/SQL

270K Revenue at ROI –3.6X

Project Overview

Client Profile

- An SCM company offers solutions that streamline logistics, improve visibility, and boost operational efficiency through advanced analytics and technology in the retail, healthcare, and manufacturing sectors.
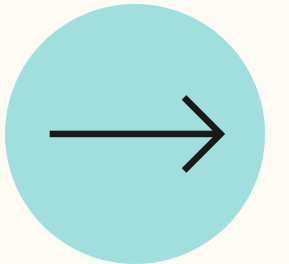
Problem Statement

- The organization relied heavily on cold calling and referrals for sales. It needed a robust digital marketing strategy for lead generation and an infrastructure for email drip marketing campaigns. This case study focuses on lead generation through search marketing.

Scope of Work for the Project

- Comprehensive Strategy: Conducted competitor analysis to identify key opportunities and optimized keyword groups for targeted engagement. Implemented a diversified campaign structure balancing brand awareness, audience building, and direct conversions.

- Performance Optimization: Employed A/B testing and CRO strategies to enhance ad performance, user experience, and strategic ad placements to strengthen market visibility.

- Precision Targeting and ROI Improvement: Enhanced audience targeting with selected keywords and optimized bids, ensuring continuous ROI improvement through data-driven campaign optimization.
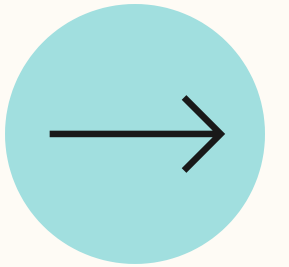
Project Execution

Strategy

Competitor Analysis and Keyword Grouping

We conducted an in-depth competitor analysis to identify keyword opportunities, grouping keywords into three categories: Brand Keywords, Non-Brand Keywords, and Competitor Keywords. This segmentation helped tailor our campaigns more precisely to reach the right audience.

Paid Campaigns Split

- Brand Recall Ads (BOFU): Utilized Remarketing Lists for Search Ads (RLSA) to nurture bottom-funnel prospects already familiar with the brand, reinforcing brand recall and encouraging conversions.

- Top Funnel Generic and Competitor Keywords (TOFU): Employed Google Discovery Ads to build awareness and capture the interest of a broad audience, focusing on generic and competitor keywords.

- Direct Selling Ads (MOFU and BOFU): Ran targeted mid-funnel and bottom-funnel search ads to convert interested prospects into leads and customers. This included tailored messaging and offers to address the audience's specific pain points and needs of the audience.

Project Execution

Experimentation and Testing for CRO

- Ad Copy Variations: Tested various headlines and descriptions to identify the most effective messages driving higher click-through rates and conversions. This included experimenting with different tones, calls-to-action, and value propositions.

- Landing Page Optimization: Implemented A/B testing to refine landing page elements such as layout, headlines, key benefits, and CTA placements and utilized heatmaps and user behavior analytics to gain insights and optimize design and content for better user experience.

- Bid Strategies and Keywords: Conducted experiments with manual and automated bidding strategies, including Target CPA, to find the optimal approach. Additionally, different keyword match types and adjustments were tested to optimize costs and attract quality leads.