



How a B2B Nonprofit Software Company Beat a Fortune 500 Giant in AdWords

a ppc case study

Introduction

Salsa Labs, a B2B software company competing for business against big-budget marketing giants like Salesforce and Blackbaud, were facing tense competition in the paid advertising landscape. They needed a winning AdWords strategy that would reign in spending and lead to more revenue.

We crafted a unique plan to make AdWords profitable and generate new deals, reduce budget allocation to roughly 40% of previous levels, and drive higher quality leads, vetting lead quality by keyword.

220%

Return on Investment (ROI)

743%

Higher Lead to Close Ratio

1,673%

Lower Cost Per Acquisition

Highlights

Initially we noticed significant, untapped opportunities. Our AdWords audit revealed competitors buying branded keywords on Salsa, but Salsa was not buying its own branded terms. Instead, they were spending a great deal of budget pursuing keywords inflated in cost by Salesforce and Blackbaud. We also remarketed to non-converting users to re-engage them. This technique proved hugely profitable and impactful.



Dan Quirk
Marketing Manager

“My B2B SaaS company has been really impressed with the work that WebMechanix has done for us so far. **Especially impressive is their focus on constantly learning** so that they can offer their customers the most cutting edge opportunities in Paid Search and Paid Social.”

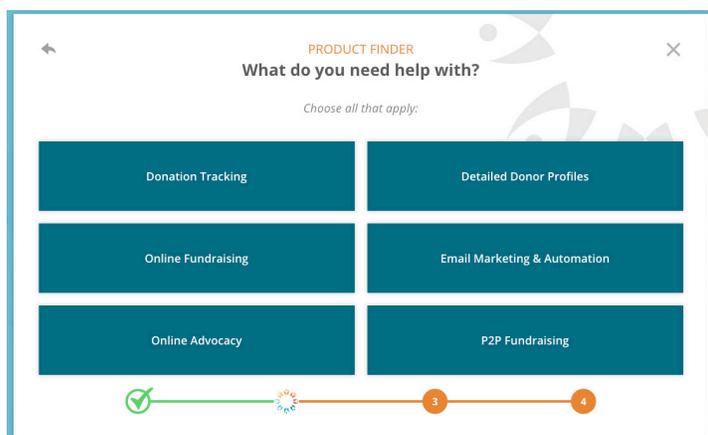


A Thoughtful Strategy

The process of setting up the branded campaigns was straightforward, but moving the needle for retargeting required the implementation of a more creative approach. Users were divided by age into three lists to help tailor messaging:

1. Non-converting users who visited 1-10 days ago
2. Non-converting users who visited 30-60 days ago
3. Non-converting users who visited 61-90 days ago

The “warmer” 1-10 day group was served an ad offering a product demo, while the “colder” 30-60 and 61-90 day groups were offered a case study download. Once on the resulting landing page, the Product Finder was featured as the primary call-to-action, and the advertised case study was displayed in customer’s first view:



The Bottom Line

Going up against “Goliaths,” like Salesforce and Blackbaud, is tough for a company whose target market is small- to medium-sized nonprofits. As a result, the project also required a lot of trial and error over the first three months finding the right keywords to pursue while staying efficient. We also had to “play catch up” to recover budget wasted from previous efforts.

In the end, our client couldn’t have been happier.





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