



## About Nextiva

Powerful Business Communication Suite Gets More Leads... for Less Ad Spend



**The Single Grain team has been instrumental in providing us with forward-thinking, growth-impacting marketing support.**

Their expertise has helped Nextiva grow its brand and overall business.

— Yaniv Masjedi  
CMO, Nextiva



## Case Study: Nextiva





Nextiva is a unified business communication SaaS suite, integrating phones with interactive voice response, call analytics, a multi-channel and sales CRM platform, live chat software, online survey software, and much more. They knew they provided a powerful IT solution for businesses — from small to enterprise — but wanted to take their marketing reach to the next level.



## The Goal

While Nextiva was attracting leads, they wanted to optimize their ads for greater ROI — *decreasing ad spend* while generating *more qualified leads*. They came to Single Grain for help with their social advertising.

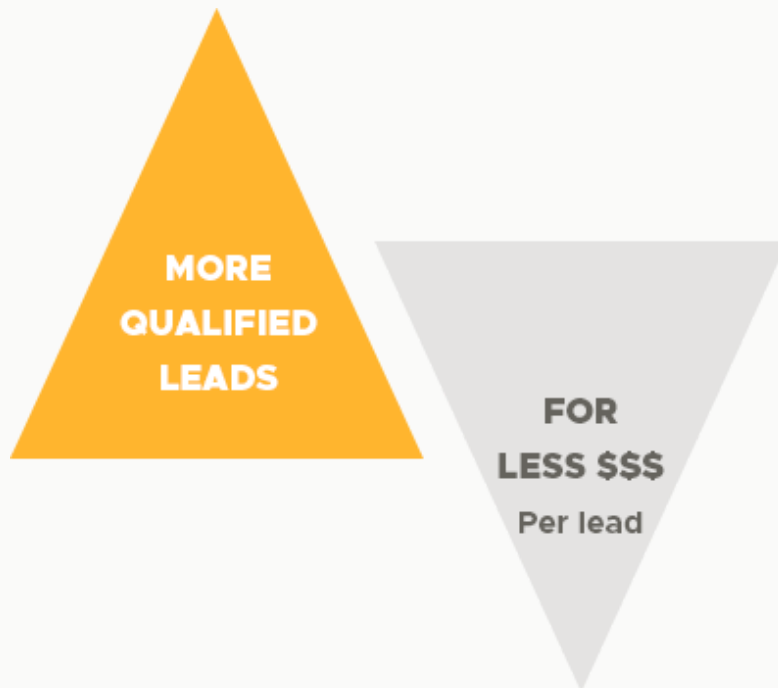


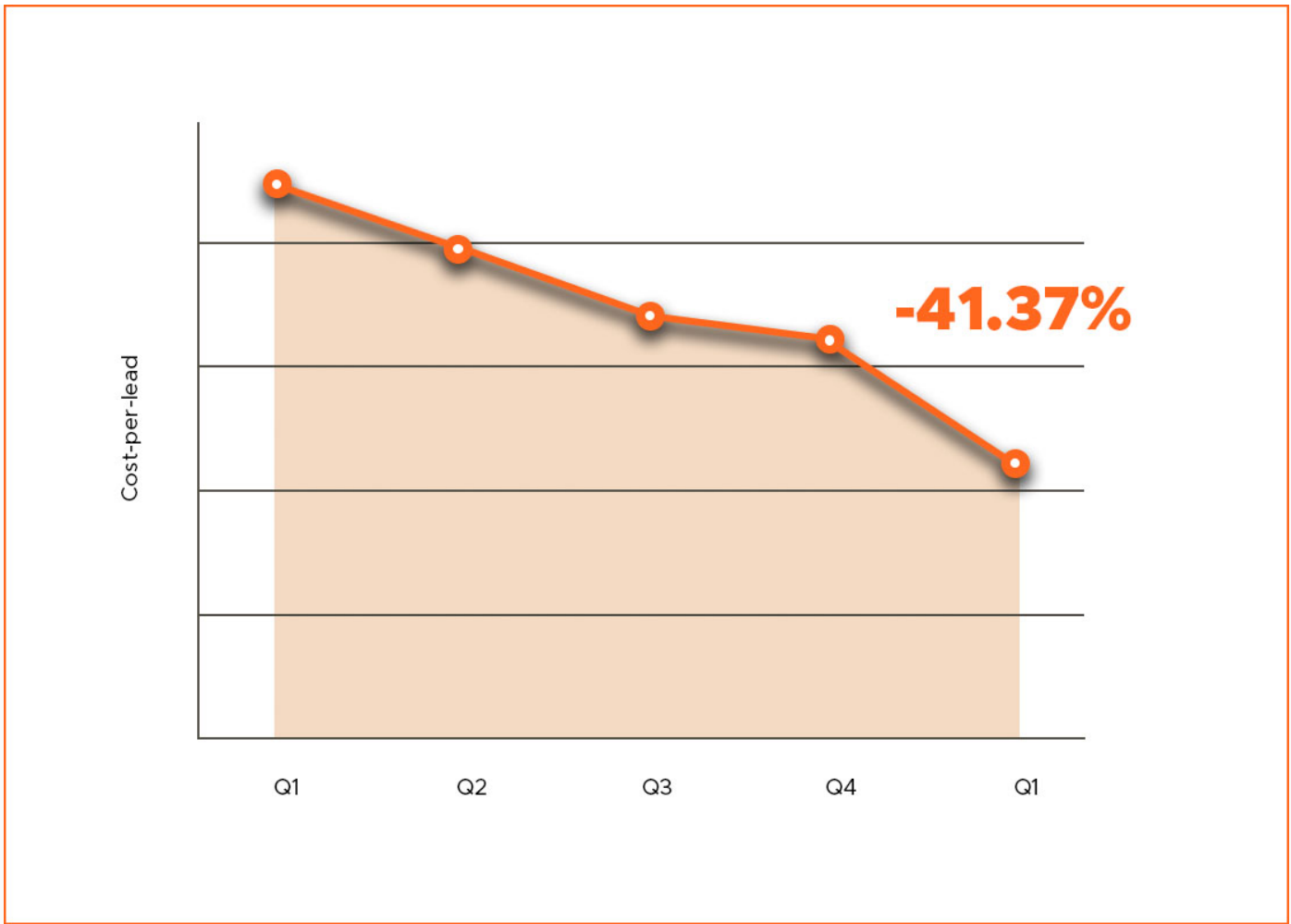
## The Strategy

Single Grain worked with Nextiva to determine what lead would provide optimal down-funnel performance. We then identified the most cost-efficient audience segments and created messaging and design specifically to appeal to them. Using our 'best of test' methodology, we continued to optimize the ads and targeting.

## Results With Single Grain

Single Grain decreased Nextiva's cost per lead by **41.37% year-over-year** on paid ads. Not only did Nextiva reduce their ad spend for the same number of leads, their lead quality was increased, meaning more customers for less money





## Can We Help Your Business Grow?

Let's have a friendly chat to find out

Get a Free Consultation

or

Give us a call: (800) 701-0793

AGENCY SERVICES