



# PPC Strategy Drives 5.8x ROI & 40% CPA Reduction for B2B SaaS Provider

A mid-market B2B SaaS company partnered with our team to transform their inefficient ad spend and low-quality leads. Through strategic audience segmentation, conversion optimization, and data-driven campaign management, we achieved remarkable results that significantly improved their marketing ROI and sales pipeline velocity.

# Client Background



## Client

CloudFlow Solutions

## Industry

B2B SaaS (Project Management Software)

## Challenge

Inefficient PPC campaigns with high costs and low conversion rates

## Goal

Optimize paid media to generate qualified leads and improve marketing ROI

# The Challenge

CloudFlow Solutions faced critical issues in their digital marketing efforts that were hampering growth and wasting budget.



## Poor Campaign Performance

1.2x ROAS with \$450 CPA for enterprise software leads



## Poor Lead Quality

65% of leads failed sales qualification criteria



## Inefficient Targeting

Broad keyword targeting attracting unqualified traffic



## Attribution Challenges

Inaccurate tracking of multi-touch B2B buyer journeys



## Low Conversion Rates

Landing page conversion rate of 1.8% with high bounce rates



## Budget Wastage

40% of ad spend going to non-converting keywords and audiences

# Our Strategic Approach

## Phase 1: Discovery & Analysis

- Comprehensive review of existing campaigns, keywords, and performance data
- Interviews with sales team to identify ideal customer profiles and pain points
- Evaluation of 8 competitors' PPC strategies and messaging
- Documentation of complex B2B buyer journey across 6+ touchpoints
- Implementation of multi-touch attribution to understand conversion paths

## Phase 3: Implementation

- Built new account architecture with clear segmentation
- Implemented intent-based keyword targeting with negative keyword lists
- Created platform-specific ad copy addressing B2B pain points
- Developed conversion-focused landing pages with clear value propositions

## Phase 2: Strategy Development

### Key Strategic Decisions:

- Account-Based Marketing Focus: Target high-value accounts with personalized messaging
- Funnel-Stage Campaigns: Separate campaigns for awareness, consideration, and decision stages
- Platform Specialization: Leverage LinkedIn for account targeting and Google for intent-based capture

# Implementation Highlights



## Strategic Campaign Segmentation

- Awareness Campaigns for broad industry terms
- Consideration Campaigns focused on solution-specific keywords
- Decision Campaigns targeting high-intent keywords
- Account-Based Campaigns for high-value prospects



## Advanced Audience Targeting

- LinkedIn Matched Audiences by company size, industry, and job function
- Intent-Based Audiences researching competitor solutions
- Firmographic Targeting based on company attributes



## Landing Page Optimization

- Audience-Specific Pages for each segment
- Reduced form fields from 12 to 5 essential fields
- Page speed optimization from 4.2s to 1.5s

## Ad Creative & Messaging

### Platform-Specific Ad Development:

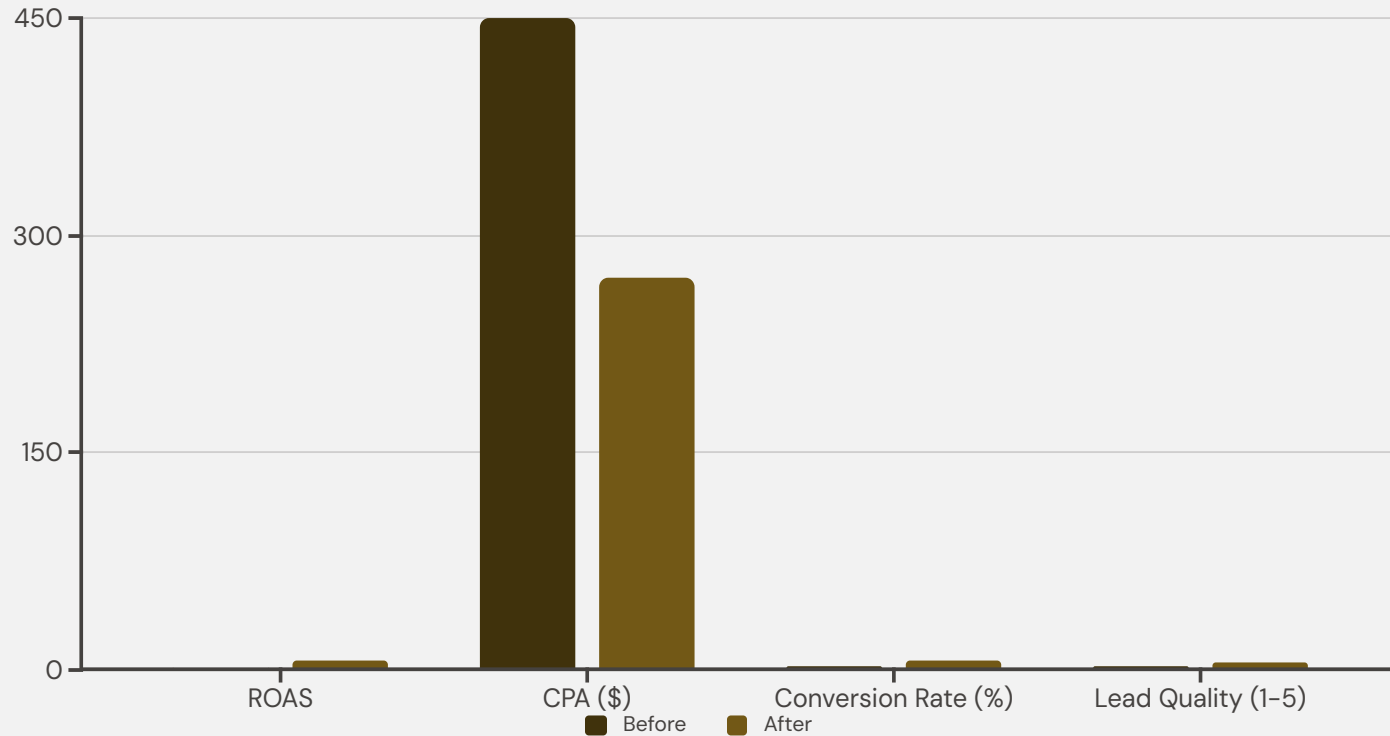
- LinkedIn Ads focused on business outcomes and ROI
- Google Search Ads addressing specific pain points
- Remarketing Ads with stage-specific messaging

### Ad Copy Optimization:

- Value Proposition Testing with multiple approaches
- Social Proof Integration with testimonials and statistics
- Continuous A/B testing of headlines and descriptions

# Results: Measurable Impact

## Campaign Performance Metrics



## Business Impact

- Increased qualified leads by **215%** month-over-month
- Reduced average sales cycle from **90 to 65 days**
- Reduced customer acquisition cost from **\$1,800 to \$1,080**
- Increased market share in target segments by **18%**

## Lead Quality Improvements

- Sales-Accepted Leads increased from **35% to 78%**
- Demo Completion Rate improved from **22% to 67%**
- Lead-to-Customer Rate increased from **8% to 25%**
- Average Deal Size increased by **35%**



# Key Success Factors

## Account-Based Approach

Focusing resources on high-value accounts rather than broad targeting, allowing for personalized engagement with decision-makers at target companies.

## Funnel-Stage Optimization

Tailoring messaging and offers to specific buyer journey stages, recognizing that B2B purchase decisions involve multiple stakeholders and touchpoints.

## Cross-Platform Integration

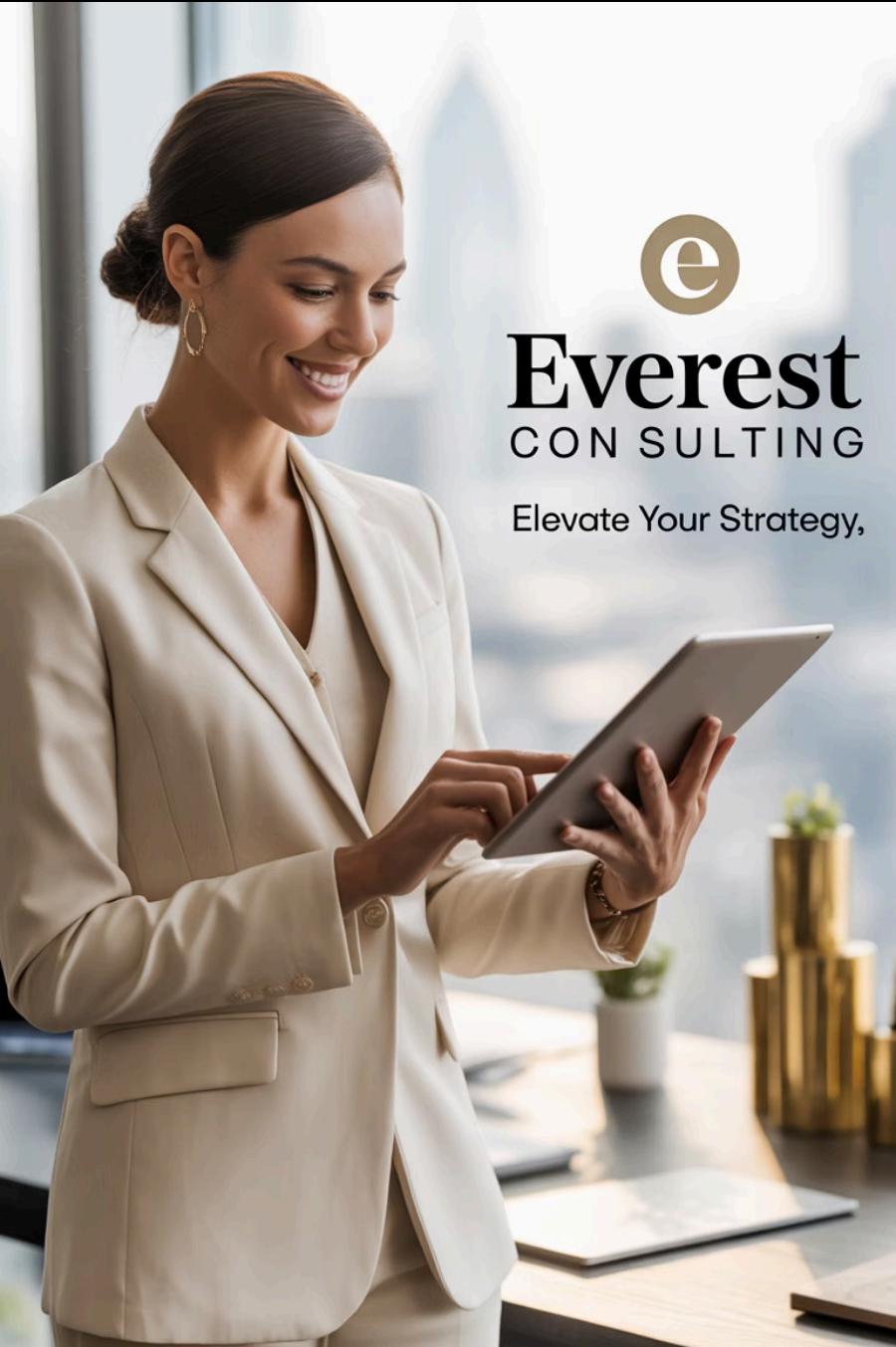
Coordinated strategy across LinkedIn and Google for full-funnel coverage, leveraging each platform's strengths for different targeting objectives.

## Data-Driven Decision Making

Continuous testing and optimization based on performance data, allowing for quick pivots and resource allocation to highest-performing campaigns.

## Sales & Marketing Alignment

Close collaboration between teams to define lead quality and follow-up processes, ensuring a seamless handoff and consistent messaging throughout the buyer journey.



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## Client Testimonial

"The PPC strategy implemented by this team has transformed our customer acquisition approach. The 5.8x ROAS and 40% reduction in CPA have exceeded our expectations, but what's been most impressive is the improvement in lead quality. Our sales team is now closing deals at nearly three times the previous rate, and we're having more strategic conversations with better-fit prospects. This has fundamentally changed our growth trajectory."

– Sarah Johnson, VP of Marketing, CloudFlow Solutions

# Technical Achievements

## Tracking & Attribution

Implemented data-driven attribution model across all platforms to accurately measure touchpoint impact

Created seamless connection between ad platforms and Salesforce for closed-loop reporting

Established comprehensive tracking for micro and macro conversions throughout the funnel

Integrated phone calls and form submissions into platform reporting for complete view

## Campaign Management

Created 50+ automated rules for bid adjustments and budget optimization across platforms

Implemented custom scripts for bulk account management and advanced reporting

Developed sophisticated audience segmentation with lookback and exclusion windows

Designed custom bid strategies for different campaign types and funnel stages



# Lessons Learned

## Insights to Improve Future B2B Campaigns

1

### B2B Requires Patience

Longer sales cycles mean ROI manifests over extended periods. Unlike B2C campaigns that can show immediate results, B2B efforts require tracking conversions over 3-6 month windows to accurately measure performance.

2

### Quality Over Quantity

Better targeting fewer high-intent prospects outperforms broad reach. We found that reducing overall lead volume but increasing quality led to more closed deals and higher customer lifetime value.

3

### Sales-Marketing Alignment is Critical

Clear lead definitions and feedback loops are essential for campaign optimization. Weekly meetings between marketing and sales teams helped refine targeting criteria and messaging based on real sales conversations.

4

### Platform Specialization Matters

Different platforms serve different purposes in the B2B funnel. LinkedIn excelled at targeting specific accounts and roles, while Google captured active solution-seekers. Integration between platforms created a cohesive buyer journey.

5

### Continuous Optimization is Key

PPC success requires constant testing and refinement based on data. We implemented a biweekly optimization schedule that systematically tested new audiences, messages, and landing page elements.

# Next Steps

## AI-Powered Bidding

Implement machine learning for advanced bid optimization to further improve ROAS by predicting conversion likelihood for different audience segments. Our data shows this could yield an additional 15–20% efficiency gain.

## Account-Based Orchestration

Expand ABM with personalized ads across multiple channels, coordinating outreach across paid media, email, and sales touchpoints for a cohesive buying experience for target accounts.

## International Expansion

Adapt successful strategies for new geographic markets with localized messaging and targeting, starting with EMEA regions showing highest product adoption potential based on market analysis.

1

2

3

4

5

## Video Advertising Expansion

Develop YouTube and LinkedIn video ad campaigns targeting specific user personas with educational content addressing key pain points identified through customer research and search query analysis.

## Predictive Lead Scoring

Integrate predictive analytics to identify high-propensity accounts before they enter the market, enabling proactive outreach to prospects with the highest likelihood to convert based on firmographic and behavioral signals.

# Conclusion

This case study demonstrates how a strategic, data-driven approach to B2B PPC advertising can dramatically transform customer acquisition efficiency and effectiveness. The **5.8x ROAS** and **40% CPA reduction** represent not just financial success, but a fundamental improvement in how CloudFlow Solutions identifies, engages, and converts high-value B2B prospects.

By implementing account-based targeting, funnel-stage messaging, and continuous optimization, we've created a scalable customer acquisition engine that delivers both immediate results and sustainable growth.



The integration of paid media with sales processes and CRM systems has enabled CloudFlow Solutions to make smarter investment decisions and achieve predictable, scalable growth in the competitive B2B SaaS landscape.

## 5.8x

### Return on Ad Spend

From initial 1.2x to industry-leading 5.8x

## 40%

### CPA Reduction

More efficient lead acquisition process

## 215%

### Lead Volume Increase

More qualified prospects entering the pipeline

## 25%

### Lead-to-Customer Rate

3x improvement in conversion efficiency