Web Sprout & L7 Smashing SaaS Acquisition Targets with Google Ads

L7 is a B2B SaaS company that provides an integrated safety and security platform to help businesses manage crisis and emergency issues, including work safety, business continuity and operational security.

Objective

Scale the Google Ads campaigns to generate leads for a CPA =<$280 using the allocated media budget from Jan-Jun 2022.

Result:

As of June 2022, Web Sprout has delivered leads 331% over target with a monthly average CPA of $65.93, that's 76.4% lower than the target CPA.

This meticulous data-driven campaign is one for marketing textbooks!

Strategy

A data-driven strategy was implemented that included:

- **Competitor Analysis**
  Competitor research using Semrush among other tools to generate insights and identify opportunities

- **Google Ads Account Audit**
  Reviewing L7's historical account structure, campaigns, targeting and tactics.

- **Keyword Research and Google Ads Development**
  Extensive keyword research on product categories leading to a new campaign architecture and evaluated budget allocation.

- **Tracking, Optimisation and Evaluation**
  Reviewing and adding additional tracking on the account, introducing weekly optimization to evaluate performance.

Tactics & Implementation

Stage 1: Designing a better customer journey

- Web Sprout identified notable challenges to L7's Google ads campaigns pre-Web Sprout.

- Campaigns focused on driving lower-quality leads from free e-guide downloads vs high-quality leads from demo requests.

- The e-guide pages were isolated pages without links to the free demo forms.

- L7 was unwilling to sacrifice the lead volume from the e-guide pages.

To combat this:

- Web Sprout continued driving traffic to the best performing guides within respective product campaigns, and used the demo page for remaining products, therefore sending traffic to both lead sources.

- Web Sprout revised the e-guide landing pages to include links to the free demo page, so the lead volume remained uncompromised.

Stage 2: Redesigning Search Campaigns

I. Account Restructure

- **By Need/Outcome:**
  A brand campaign and 5 search campaigns for each service were launched to maximize reach.

- **By Geography:**
  Campaigns were replicated across each geographic region, allowing for optimized budget management..

- **Landing Pages:**
  The best performing guides remained the final URLs for their respective services, with others leading users to the product page containing a demo request lead form..

- **Keywords:**
  High-performing keywords and search terms were inserted into the new structure.

- **Ad Groups:**
  Generic ad groups were segmented by match type, with each keyword duplicated to form a Broad and Exact match variations, with Exact variations excluded from the Broad ad group to avoid overlap and reduce CPC.

- **Ad Copy:**
  Pieces from previous structure were combined with new ad copy to create high-performing RSAs.

II. Bid Strategies

- All campaigns commenced on manual bidding with conservative bids to maintain an efficient CPC while gathering data.

- Campaigns soon switched to Maximize Conversion as lead volume only took 1-2 weeks to reach sufficient levels for a conversion bid strategy.

III. Ad-level optimizations

- **Responsive Search Ads**
  Responsive search ads were implemented to use Google's machine learning to optimize ad copy based on best-performing text combinations. These combinations were used to create ETAs, resulting in a lower CPC and lower CPA.

- **Dynamic Text Insertions**
  To maintain a strong ad relevance between keyword and ad copy, dynamic keyword insertion was applied to headlines in RSAs and ETAs for generic campaigns..

- Search campaign data informed the display strategy for prospecting and remarketing campaigns.

- Prospecting consisted of custom intent audiences built of top-performing search keywords, as well an in-market segment using audiences that performed best when set to observational across search campaigns.

- As Display was more successful in driving traffic than achieving conversions, the Prospecting strategy switched to Smart Display using conversion data for automated bidding and targeting.

- Retargeting continued to target website visitors excluding converters.

Targeting

Need: Addressing 5 uses:	**Location:** Target locations were split into regions:	**Job:** Core personas within the Government and Private sector:
• Crisis Management	• Europe	• Senior HR
• Security Management	• North America	• Operations Managers
• Emergency Management	• Australia/ New Zealand	• Risk Managers
• Safety Management		
• Business Continuity		

Resources

Media Budget: $170,000

Timeframe: 6 months, approx. 45 hours agency time/month

Collaboration: Web Sprout coordinated with the internal L7 marketing team throughout.

Tools: Google Ads, Analytics, Data Studio, Semrush

Results

The results are sensational!

- Web Sprout delivered leads 331% over target with a monthly average CPA of $65.93 i.e. 76.4% lower than the target CPA by scaling the campaign with a budget 224% greater than the same time in the previous year.

This campaign is world-class and entirely data-driven. The client is ecstatic and continues to grow in revenue using digital marketing.