

B2B Technology Company

Problem:

This B2B Technology Company felt they were not receiving the service and results from their current national agency. There were too many roadblocks to overcome to make timely landing page, creative and campaign changes to their fast paced business sector needs.

Solution:

- Created tightly segmented ad groups for each campaign
- Removed or reworked all under-performing terms
- Created new landing pages and new offerings
- Optimized ad creative and landing pages through A/B testing Expanded terms to find low cost, high quality traffic sources changes to their fast paced business sector needs.

Outcome:

Lowered Cost Per Acquisition by **22%**
Grew revenue from ad spend **41%**
Custom reporting by Hall saved internal marketing team 10 hours per month.



\$ Yearly Spend

Recovered \$160k in misspend in the first 3 months

Next Steps: They renewed with Hall for their third year of service – increased Internet Marketing Spend to over \$1.5M