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How We Achieved a 30% Increase in Leads in the Far-Reaching B2B Fleet Management Industry

a paid advertising case study

Omnitracs

Fleet Management Software Company

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Introduction

Omnitracs is a leading supplier of time- and distance-tracking hardware in a far-reaching industry of trucking, a field with over 3.5 million drivers in the United States. How does a business get results in such a competitive online market? WebMechanix helped Omnitracs explode its number of leads, reduce costs, and sell more high-ticket products. You'll discover how.

30%
increase in account conversions YOY

17%
decrease in display cost per lead YOY

+128
remarketing leads YOY

		Campaign	7/31/2019 −8/6/2019	7/24/2019 − 7/30/2019	Change	Change (%)
☐	●	Outbound Display − Private Services	54.00	8.00	46.00	+575.00%
☐	●	Remarketing	65.00	20.00	45.00	+225.00%
☐	●	Outbound Display − TL/LTL	127.00	103.00	24.00	+23.30%
☐	●	Remarketing - CAN	4.00	3.00	1.00	+33.33%
☐	●	Outbound Display - Private Services CAN	0.00	0.00	0.00	0.00%
☐	●	Outbound Display - TL/LTL CAN	1.00	3.00	-2.00	-66.67%
		Total: All enabled campaigns	251.00	137.00	114.00	+83.21%
		Total: Account ⑦	380.00	282.00	98.00	+34.75%
		Total: Display campaigns ⑦	251.00	137.00	114.00	+83.21%

Discoveries

In June 2019, WebMechanix increased conversions for Omnitracs by nearly 30% from June 2018. The entire Google Ads account secured a grand total of 1,048 leads via form fills of demos; this broke 1,000 leads in a single month, with an increase of 298 leads from the previous year.

How We Did It

We launched several display campaigns on February 27th, 2019. These campaigns were built with custom-intent audiences using the same keywords from our search campaigns. After a few months of building data, we found that cost per lead was still high using the original, manual bidding strategies.

We moved to a Maximize Conversions automated bidding on June 5th, 2019 for Display and Remarketing, and conversions skyrocketed. In less than a month, the Outbound Display campaign saw a 334% increase in conversions (+177).

While the Google Search Network continued to drive a $133 cost per lead for June 2019, WebMechanix had successfully tapped into a new network (with the same keywords as search) driving a $39 cost per lead.

We discovered that our campaigns were still showing display ads on the most notorious websites for spending your budget with no return.

On July 31st 2019, WebMechanix applied the mother of website placement exclusion lists, a list built from years of data and various accounts, to our display campaigns.

The Bottom Line

In addition to the year-over-year stats mentioned, we saw the following period-over-period results from July 31st to August 6th in 2019:
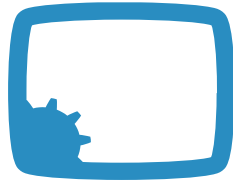
• 61% increase in display conversions (+84).

• 39% drop in cost per lead.

• 46% increase in conversion rate.

Omnitracs discovered that two of those leads turned into opportunities . The info received from the sales team informed us that there was room for improvement in the quality of the leads. This discovery will help inform us on better targeting in the future.

The Display Network does not guarantee lead quality as strongly as the Search Network, but it is the go-to tool for increasing lead volume when used correctly. Google Ads used its machine learning algorithm, which references thousands of factors, to improve lead quantity and find sites that prospects visit. These include websites outside of your industry that may be affinities of your target audience.

"WebMechanix was always prepared to answer questions I had and their responses were always timely. They were always proactively providing new ideas/recommendations, rather than waiting for me to come to them. I couldn't ask for more from an agency partner."

– Adam Uthe, Senior Digital Marketing Specialist

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for more information