



# **How We Boosted This SaaS's Leads by 619% & Slashed CPA by 60%**

a paid advertising case study

# WireWheel

Data Privacy and Protection Platform



## Introduction

WireWheel delivers a cloud-based data privacy and protection platform and was looking for a way to acquire more customers online.

Before WebMechanix stepped in, WireWheel didn't have an online presence or digital marketing strategy. Fortunately, they turned to the right people— as a full-service agency, we took over all things digital marketing to set them on the right track, setting an initial goal of \$120 per lead.

**619%**

increase in leads

**60%**

decrease in cost-per-acquisition

**628**

leads in one month

## Discoveries

In March, we secured 83 conversions. Shortly after, in October, we sped right past our initial goal of \$120 per lead and secured 514 conversions at \$48.06 each. Every month, we're hitting record highs: we're currently at **628 leads in a single month**.

With our ongoing efforts, our LinkedIn campaign has seen a 79.84% decrease in cost per lead (CPL). Our Facebook campaign also saw a comparable 66.7% decrease, while our **overall social media CPL dropped 77%** from \$92.79 to \$21.15. All of this was achieved without sacrificing the quality of the client's leads.

We've also verified that there are a few million dollars in the sales pipeline thanks to our campaigns.

## How We Did It

We launched a digital advertising and SEO strategy, with the former delivering quick wins.

To achieve those results, we began by refining the audience based on the client's targeting requests and setting up a social media advertising funnel that uses different ads based on a prospect's stage of awareness.

Constant ad refreshing and testing have played a key role in our strategy. We tested Google dynamic countdown ads, different ad copy, and different content offers to find the sweet spot.

From there, we optimized our advertising so well that we maximized our reach on all viable advertising channels. In fact, our impression share lost metric hit **zero**.

The SEO strategy included competitor research, keyword research, page optimizations, and content creation, all of which brought a **substantial increase in traffic and leads**.



## The Bottom Line

WebMechanix took the time to learn WireWheel's business, maintaining frequent communication to understand the client's concerns and goals. These efforts drove a comprehensive digital marketing strategy that blew past the established \$120 CPL goal, all the way down to \$48. We also reduced impression share lost to competitors to nearly zero.

WireWheel was so thrilled with our work that they ordered a website redesign. Now, our goal is to reduce the CPL even more while increasing the quality of the leads.

"They truly act as an extension of your marketing team. They are prompt on both deadlines and turnaround times. Additionally, they work within your existing means of communication if that is Slack, Teams, or basic email. WebMechanix are true experts in the space."

– Timothy Clise, Senior Marketing Manager of WireWheel



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