

THE APRICOT AGENCY

# Demand Generation in a New, Competitive Market

Case Study

**9.35x**
Lead growth

How The Apricot Agency grew qualified leads 9.35x (37 to 346 per month) in 90 days.

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# The Problem

Spectra-X Inc.* had released a new product, and the priority was to gain momentum and fill the sales funnel with quality traffic and warm leads as soon as possible.

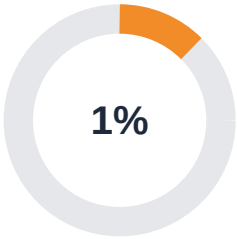
## AUGUST 2021 — BASELINE




**Conversions**




**Phone calls**
(inbound)

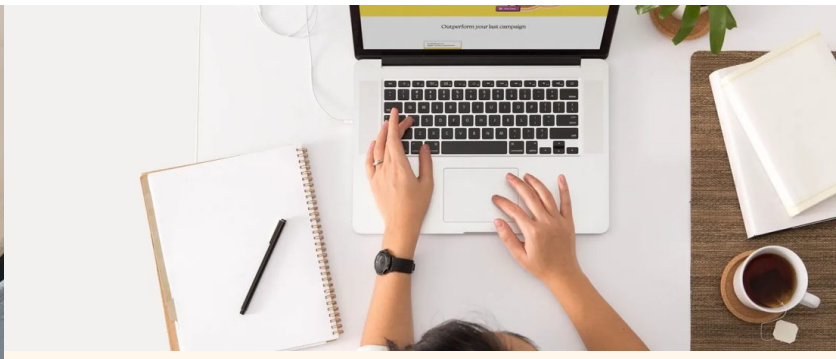



**Conversion rate**




**Cost per conversion**





Unleash the power of PPC and watch your conversion rate soar, turning clicks into customers and revenue into results.

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# The Strategy

We brainstormed strategies for current client upsells and for new industries and segments with significant opportunity.

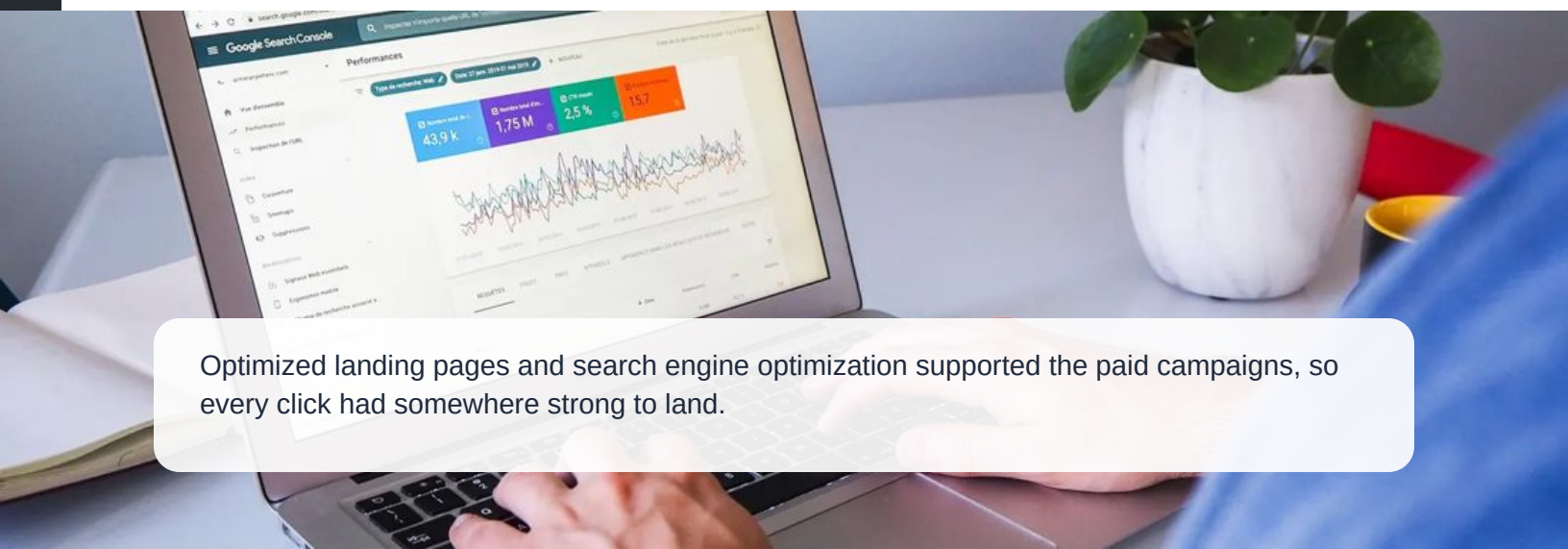
We determined the correct platforms and campaigns to reach our goals efficiently and effectively, and applied our data, experience and research to every campaign.

**Right platforms,**
right campaigns

**Custom audiences**
from platform insights

**Optimized**
landing pages

**Search engine**
optimization




Optimized landing pages and search engine optimization supported the paid campaigns, so every click had somewhere strong to land.

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# The Results

The highest quality and quantity of leads came from PPC campaigns. Custom audiences were built from insights captured on each platform, and campaigns were closely monitored with changes based on:

- Analysis of search term reports and KPIs
- Adding negative keywords
- Refining keywords
- Testing content to focus on what resonates and converts
- Continuous campaign improvements (copy, creative, CTAs, assets)

## NOVEMBER 2021



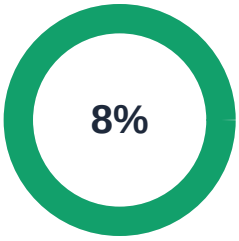

**Conversions**

**7.1x**
conversions



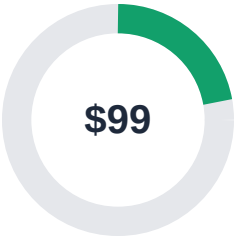

**Phone calls**
(inbound)

**10.7x**
inbound calls



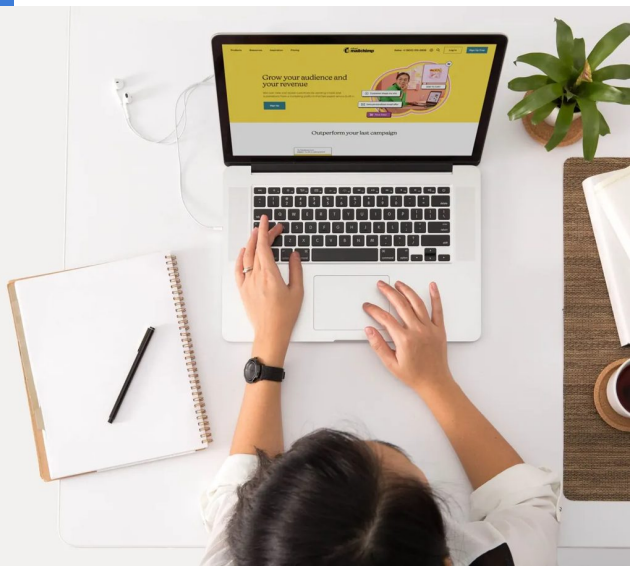

**Conversion rate**

**8x**
conversion rate




**Cost per conversion**

**-78%**
cost per conversion




Interest grew significantly as the Google algorithm learned the campaign through smart bidding. That generated more inbound calls and demo requests on a carefully crafted landing page, while cost per conversion dropped and conversion rates rose above the 2.92% industry standard cited at the time.



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# The Solution

Quality campaigns, creative thinking, analyzing insights and making decisions based on data improved lead volume roughly 9x within 3 months.

| 9.35x | 37 > 346 | $447 > $99 |
| --- | --- | --- |
| lead growth | leads per month | cost per conversion |

## Find out how we can help your business

Grow your sales pipeline, increase your conversion rates and run efficient, optimized campaigns. Book a free 1-on-1 audit.

**theapricotagency.com/lead-capture**

*Spectra-X Inc. replaces the name of the client for privacy reasons. Figures are accurate but adjusted +/- 3% for privacy. Results are specific to this client and period and are not a guarantee of future performance. 2023 MarCom Platinum Award, Best Search Engine Marketing.