

TOP 10

Lead Generation Case Studies

Digalax

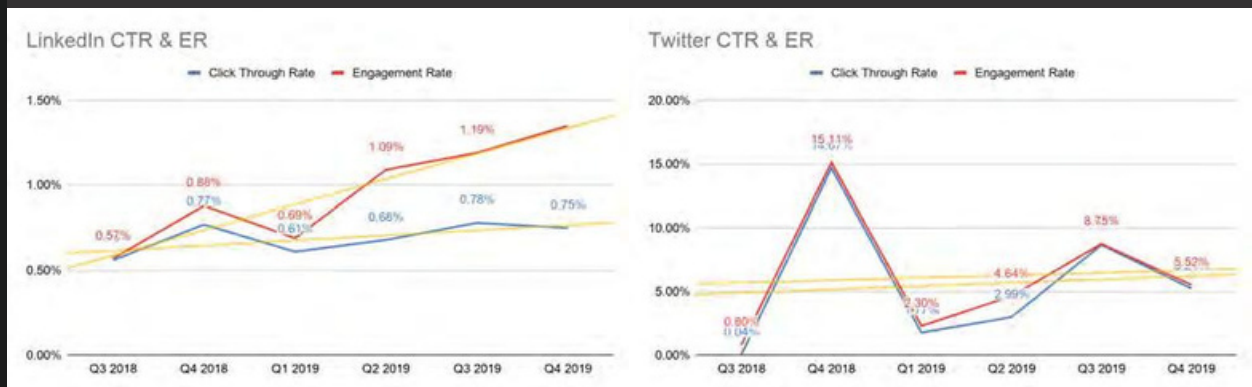
www.digalax.net



Adobe

OUR PARTNERSHIP

	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019
	.56% CTR	.77% CTR	.61% CTR	.68% CTR	.78% CTR	.75% CTR
	.57% Engagement Rate	.88% Engagement Rate	.69% Engagement Rate	1.09% Engagement Rate	1.19% Engagement Rate	1.35% Engagement Rate
	.04% CTR	14.67% CTR	1.77% CTR	2.99% CTR	8.67% CTR	5.24% CTR
	.83% Engagement Rate	15.11% Engagement Rate	2.30% Engagement Rate	4.64% Engagement Rate	8.75% Engagement Rate	5.62% Engagement Rate



LINKEDIN REVIEW

Q4 Q1 Q2 Q3 Q4

TEST

Creative:
Blog images with Adobe logo vs. using the blog image in a "template"

Audience:
Job titles with audience list overlay

Creative:
Templated blog images vs. Adobe asset templates

Audience:
Expand all audiences to hit 100,000+ range by including more job titles

Creative:
Testing article title vs. unique copy in the headline

Audience:
Persona-based targeting:

- ◆ Marketing & Advertising
- ◆ IT & Data
- ◆ CIO
- ◆ Commerce

Creative:
Motion Ads

Audience:
Broader Audience Structure

Function & Seniority within Lists

Creative:
Carousel Ads

Audience:
Member Skills Targeting

Job Title Exclusions

Retargeting Audiences

KEY LEARNINGS

Creative:
Blog images within the template performed best

Audience:
The audience allowed us to hit the right people but were very small and hard to scale

Creative:
Templated blog images vs. Adobe asset templates

Audience:
Expand all audiences to hit 100,000 + range by including more job titles

Creative:
Unique copy on the create performed best

Audience:
Persona-based targeting:

- ◆ Marketing & Advertising
- ◆ IT & Data
- ◆ CIO
- ◆ Commerce

Creative:
1. Case Study Videos (such as Orvis) perform best
2. Motion Ads are not winning creative

Audience:
Broad audiences sometimes reached people who were not our ideal customer

Creative:
Carousel ads had a big engagement but a lower CTR

Audience:
Job function and seniority with the job exclusion overlay were our top performing

TWITTER REVIEW

Q4 Q1 Q2 Q3 Q4

TEST

New audiences for each piece of content

Tested larger audiences with more range

Engagement vs. conversion campaigns

Creative:
Tested a templated creative vs. Story Creative

Audience:
Tested persona-based audiences

Pushed more video for more engagement among the audience and earned views

Tested and pushed more 'Breaking News' content—anything that was more time sensitive

Conversational Copy

Testing Cards vs. Imagery vs. Gifs

Copy directed to audience

KEY LEARNINGS

Larger audiences with more reach resulted in better results

Conversion campaigns result in higher CTRs but much less earned engagement

Persona Audiences / specific audiences resulted in higher CTRs

Templated creative did not improve results on Twitter

This resulted in lower CTRs and ERs, but much higher engagement

Something that would be continued for events only

Conversational copy along with more time-sensitive material resulted in the highest CTRs since starting

Results have been mixed

Gifs for holiday have worked the best, cards for CMO, and images for CXM



results

Through custom analytics, our efforts have led to millions of dollars of closed revenue quarter over quarter.

Quarterly budgets increased by 128% from Q3 2018 to Q4 2019.



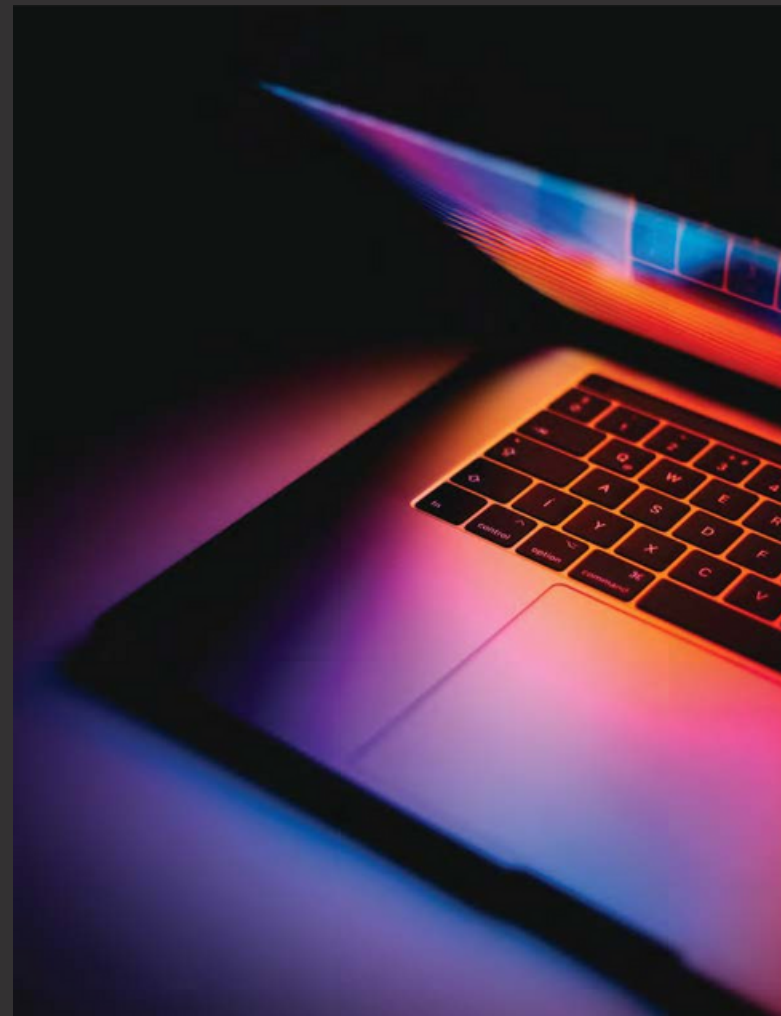
Digalax is an A+ organization. Anyone who is running any kind of performance marketing should call Digalax right away. Over the past several months, I have run massive spend through Digalax, and I couldn't be more happy with the results. I have no plans of ending this relationship. On the contrary, I see more and more business going their way in the future. I work with a lot of agencies, on a regular basis, and Digalax is not your run-of-the-mill group. They don't just talk the talk. They walk the walk. They are driving real results for our business. The scale, efficiency, and testing at which we are achieving with Digalax is no less than incredible."

Every social campaign has dramatically improved click-through rates and user engagement. Digalax amazes with their organized workflow, flexible scaling, and fluid communication. Each team member brings deep industry knowledge and a dedicated, results-driven work ethic.

Digalax is an extension of my team. We connect closely with them to help everything run smoothly. They work with my team leads on social media marketing, including audience targeting, content, and copy creation, and reporting.



—Mark Boothe, Head of Adobe Experience Cloud Social Media





DAVINCI

Virtual Office Solutions™

THE PROBLEM

The client had a lot of leads reported as conversions in the Google Ads interface, but most of them never convert. We wanted to optimize the accounts based on the highest quality leads that actually close.

THE SOLUTION

We pulled reports from Salesforce, and created pivot tables to identify the top closing keywords. We then restructured the keywords that had the best closed sales while comparing to Google's Ad Spend, and focused budget on these top keywords.

THE RESULT

ROAS increased by **36%**, total deals increased by **15%**, spend decreased by **16%**, and total lifetime value increased by **over \$50,000**.

Total deals
increased by

+15%

CLIENT TESTIMONIAL

"Their large and versatile team keeps the project on track, maximizing productivity by working on multiple goals at a time. They provide various resources to help establish a smooth process, while their expertise and customer service earned them favorable referrals."

—Kris Duckworth, VP of Technology



SmartSearch ///

THE BACKGROUND

SmartSearch needed to optimize their existing welcome series to improve open rates and click through rates.

THE SOLUTION

A/B test subject lines, body content, and CTAs, study results, and implement best practices.

THE RESULTS

From this email alone we drove over **\$18,000 in revenue** while performing **above industry benchmarks** on all engagement KPIs.

This automation attributed to

\$18,721

in revenue over the course of 3 months, and KPIs improved by over

300%

	BEFORE	Digalax	DIFFERENCE	INDUSTRY STANDARDS	Digalax KPIs	DIFFERENCE
CLICK OPEN RATE	8%	26.15%	18.85%	19.5%	26.15%	6.65%
	0.4%	8%	7.6%	2.8%	8%	5.2%



KPMG Spark

THE MARKET

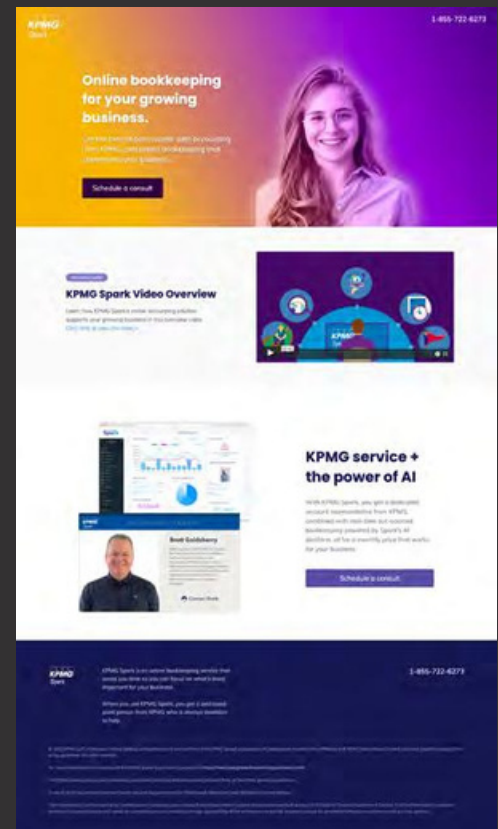
There are two worlds that exist in the market of bookkeeping solutions: SaaS and dedicated bookkeepers or independent contractors. Both alleviate small businesses who are having to focus their limited resources on bookkeeping (especially during tax season) instead of putting their time into scaling their business and focusing on what matters most—making money.

Each of these solutions, by themselves, don't offer what a small business really needs. KPMG Spark offers, at an affordable price, the benefit of an easy-to-use and intuitive interface SaaS with the hands-on customer service of an assigned bookkeeper.

THE CHALLENGE

Before partnering with Digalax, KPMG Spark was unable to reach the vast majority of their customer base. As a subsidiary of the accounting giant KPMG, they were relying almost entirely on those resources for referrals and contacts that were not allowing them to truly scale.

They knew they needed to cast a wider net and improve their nearly non-existent online presence if they wanted to grow their business and make their stakeholders happy.



KPMG Spark—the best of both worlds with accounting from KPMG, and online bookkeeping that streamlines small businesses.

THE SOLUTION

In June of 2019 & after an extensive search, KPMG Spark made the decision to partner with Digalax and is now going on 26 months. The two driving factors in our long-standing partnership stems from great results and a great relationship.

They were new to paid media so all of this was built from the ground-up. Here is an overview of the results over the past 26 months between both LinkedIn and Facebook.

Leads attributed to media:

4,675

Leads closed:

~374

Average retention per lead:

15 months

Average close rate:

8%

Average revenue:

~\$1.4 million

Average ROI:

2x

KPMG Spark's CEO was once convinced by another firm that they could get better results on social than we could and that they could cut their costs in half with triple the leads. They decided to do a 2-week pilot with this firm to see if they could match or beat our results.

They ran the test on LinkedIn and here were the results:

LEADS

Competing Firm: 3 Leads
Digalax: 12 Leads

COST PER LEAD

Competing Firm: \$182
Digalax: \$102

AVERAGE CPC

Competing Firm: \$18.25
Digalax: \$9.13

The client then doubled our budget.



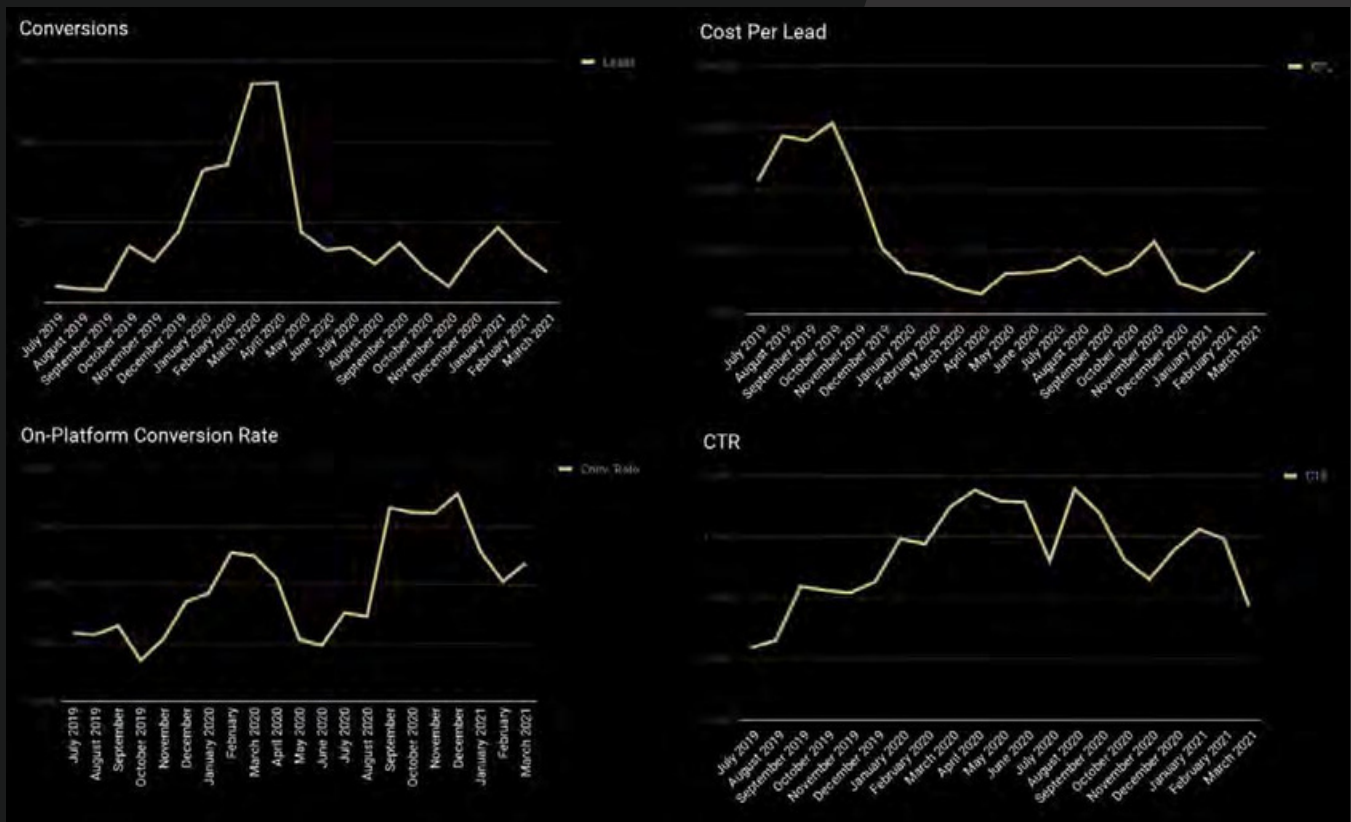
Facebook ad

Leads: 129 | CPL: \$20.83

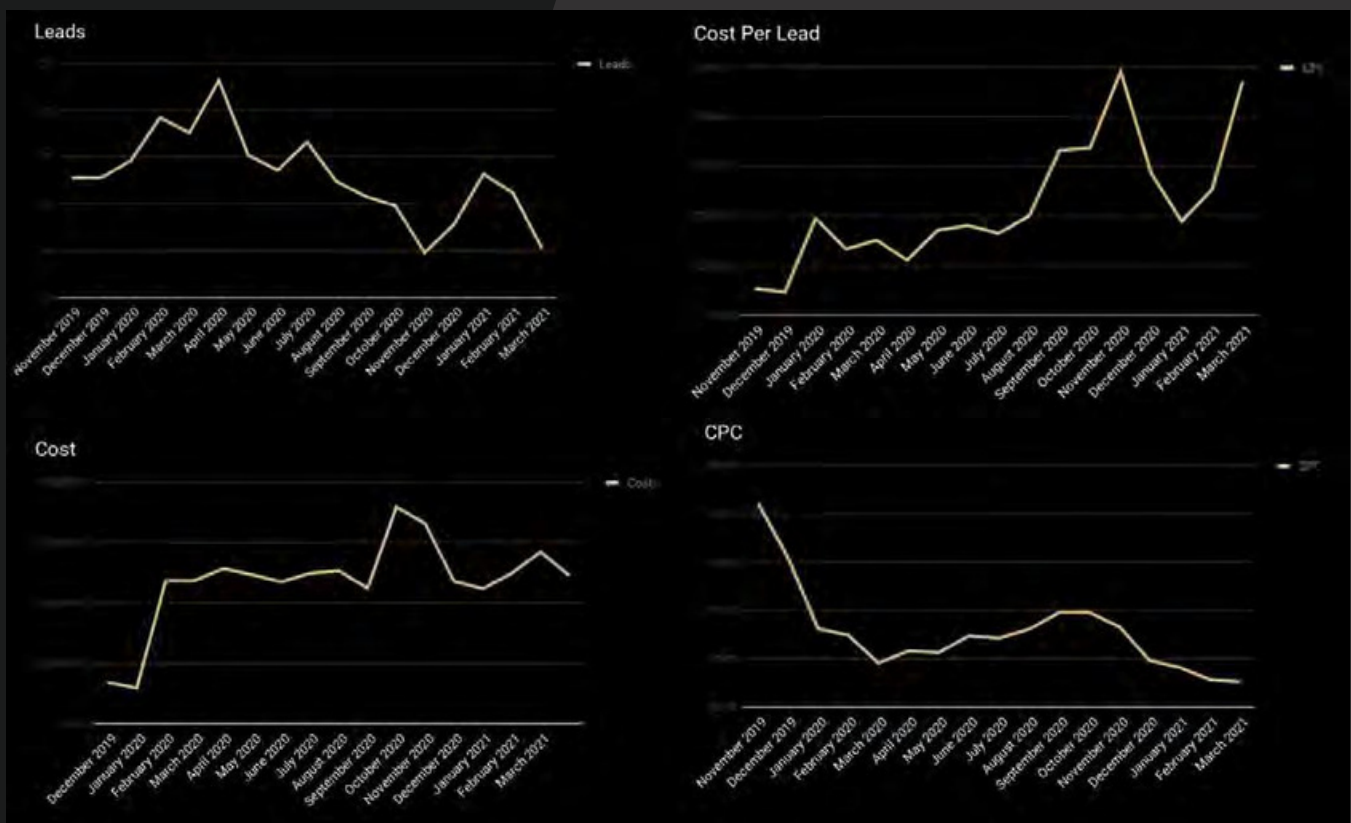
LinkedIn ad (video)

Leads: 110 | CPL: \$83.67

FACEBOOK RESULTS



LINKEDIN RESULTS





United Vein
CENTERS

THE PROBLEM

United Vein & Vascular Centers had zero email communication after a lead was lost. Digalax strategized a 6-part nurture series and implemented lead scoring to track and engage lost leads.

THE SOLUTION

- ◆ Started conversion tracking
- ◆ Implemented dynamic content in the emails based on lead lost reason
- ◆ Implemented lead scoring and automated notifications to the sales team based on subscriber engagement

THE RESULTS

With a **4.09% conversion rate**, this automation is effectively recapturing cold leads. This program is forming a relationship with cold leads by giving opportunities to learn more about their procedure and gain confidence about the service provided.

THE NUMBERS

CLICK OPEN
RATE RATE

INDUSTRY AVERAGE	Digalax VERSION	DIFFERENCE
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21%	34.6%	13.6%
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2.4%	2.7%	0.3%
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This automation converts at

4.09%



LA CUSTOM[®] BLINDS

"A Shade Above the Rest"



18004BLINDS.

A SHADE ABOVE THE REST

THE BACKGROUND

LA Custom Blinds / 18004Blinds had a custom CRM that had no way of integrating with an email platform, leading zero visibility into the impact that email was driving. Until I could work with the client's dev team to build a full Zapier app that could integrate both platforms, I needed to come up with a temporary solution to report performance.

THE SOLUTION

Establishing site tracking for online appointment self-scheduler, and driving consumers to that specific landing page in many call to actions—then setting up the scheduler confirmation page URL as an event, and reporting client data off of that event.

THE RESULTS

Since August, we've been able to **directly attribute over 100 consultation appointments** to links clicked within our emails. We also recently worked with their dev to set up a Zapier app, and are working to establish full-funnel conversion attribution reporting for the client to educate on what ad performance is driving the highest revenue, and contrary, the most dead leads.

With our 'out-of-the-box' tracking in place on their welcome series, we've been able to show estimated email revenue attribution at over

\$110,000

Appointments scheduled from email clicks

Average Close Rate (lead-close)

103

24%

Average Revenue per Sale

Approximate Email Revenue (since August)

\$4,500 \$111,240



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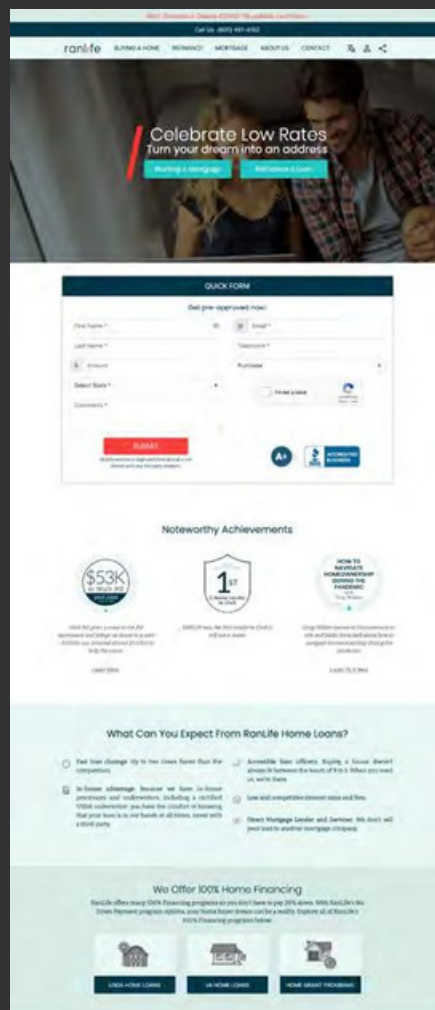
THE MARKET

The home loans market is more competitive than ever, with rates being consistently lower than they've been in the last 30 years. The pandemic has significantly impacted the housing market, causing significant increases in first-time home purchases, home loan refinancing, and mass relocations from major cities to the suburbs.

RANLife has the knowledge and expertise to help buyers make their best financial decisions, whatever their mortgage goals are; from first-time home buyers, to experienced buyers and investors, as well as current homeowners.

THE CHALLENGE

Historically, RANLife's marketing goals centered around driving "first-time home buyer" leads, but the pandemic led to a shortage of homes available, making it a seller's market, while mortgage rates simultaneously fell to some of the lowest in years.



THE SOLUTION

With the availability of homes so limited, RANLife engaged Digalax to pivot their marketing efforts to focus on refinancing, specifically highlighting the extremely low rates offered through their company.

Our team frequently updated ad copy (based on the newest rates) and reflected this information on their website, while also expanding advertising efforts on Facebook and YouTube. By doing this, we were able to greatly broaden a funnel of revenue for RANLife, even during a worldwide pandemic.

HERO IMAGERY TEST

Of all the variations tested, Variant B was the most engaging, with a collage of action shots including families in their homes, outside views of neighborhoods, etc.

These images were aspirational and we believe they performed so well because they created excitement around every phase of the purchasing process, from dreaming of a home to actually moving in.



RANLife's goal is to provide the best home lending options in the nation with unsurpassed service.

7,000

additional refinancing

leads Average CPA of

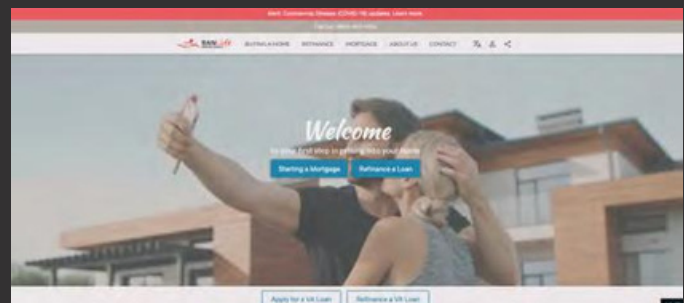
\$24

Average conversion rate

19%



Variant A: the original design



Variant B: a video with people