

LEAD COVER

AGE

From Scattered Ads to Strategic Growth: How We Transformed a 3PL's Paid Media Strategy

THE CLIENT >

This premier third-party logistics (3PL) company offers customized supply chain solutions, including dedicated fleet services, warehousing, and nationwide freight brokerage. Their innovative platform empowers businesses with real-time supply chain visibility.

THE MATH

\$12.1M

Paid media campaigns directly generated a verified pipeline of \$12.1 million in potential revenue

1000%

Our data-driven approach resulted in a remarkable return on investment (ROI) exceeding 1000%

163%

Lead nurturing efforts were bolstered by a 163% increase in form completions through paid search

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We make market leaders.



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THE CHALLENGE >

The client had been running paid media campaigns that weren't delivering results. The campaigns lacked a strategic focus, were managed reactively, and resulted in a low volume of qualified leads. The campaign structure was cluttered with too many ads and campaigns, hindering performance.

THE SOLUTIONS >

We partnered with the client to transform their paid media strategy from reactive to proactive and results-oriented. Here's how we did it:



Behavioral Targeting: We implemented new campaign types that leveraged behavioral cues to deliver the most relevant messaging at the right time.



Optimized Structure: We reorganized the campaign structure for better algorithm performance, ensuring efficient ad delivery.



Budget Realignment: We strategically reallocated the budget to focus on core business areas with the highest potential for revenue generation.



Enhanced Messaging: We collaborated with the SDR team to update keywords and ad copy for optimal performance.

THE RESULTS >

Increase in MQLs

1

Within the same paid media spend as the previous quarter, we generated a staggering 73.6% increase in MQLs – leads qualified by SDRs and ready for sales engagement.

Alignment with Revenue Priorities

2

Having realigned the budget, leads now were more strategically matched to the core business areas and revenue drivers.