

OVER \$100,000

GENERATED FOR

FOR SUPPLY CHAIN OPTIMIZATION

SAAS COMPANY WITHIN

JUST 5 MONTHS WITH PPC ADS

OVERVIEW

The client, a leading supply chain optimization software provider, partnered with us to drive growth and expand its reach among CEOs and supply chain heads. Through a targeted strategy and PPC Ads management, the client generated over \$100,000 in additional revenue within just 5 months.

By leveraging our data-driven approach and deep industry expertise, the client was able to effectively navigate the complex B2B sales landscape and secure high-value contracts.

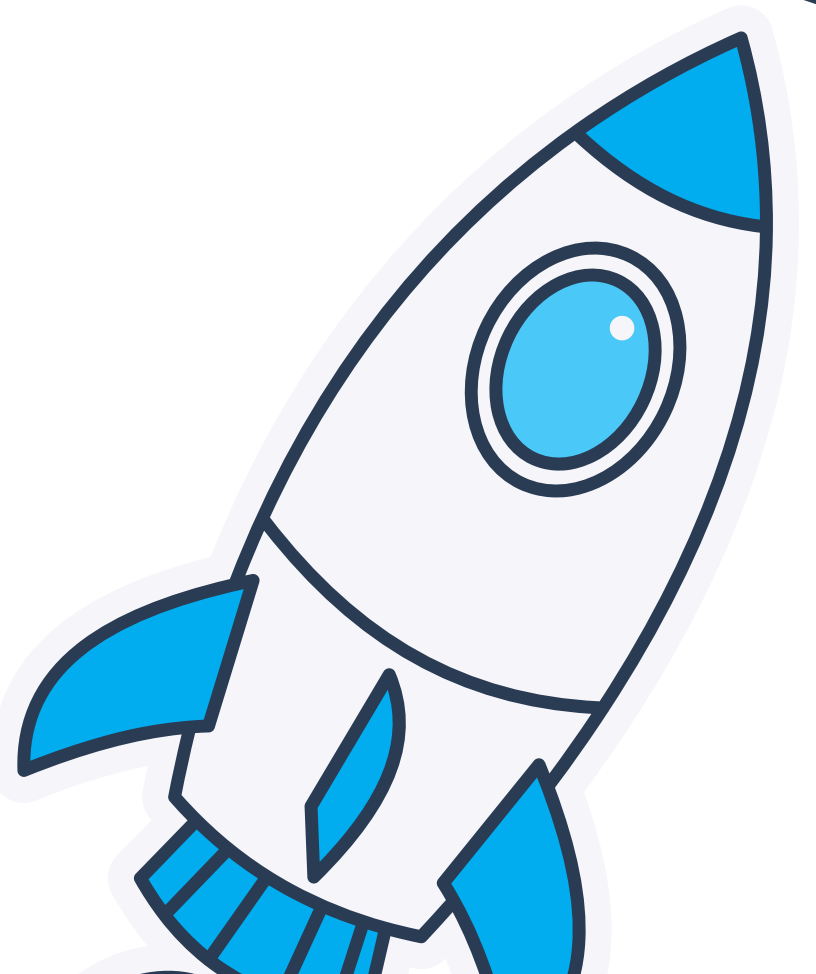
The partnership allowed the client to showcase its innovative solutions and demonstrate tangible value to its target customers.



INITIAL SITUATION

The client provides software for digitizing supply chains in consumer goods and automotive industries.

Founded six years ago, their goal was to modernize sales and systematize lead generation, allowing the team to focus on core business.



OUR APPROACH

We analyzed the client’s sales process, refined buyer personas and messaging, and established a strategy for PPC advertising and sustainable sales pipeline growth. Key actions included strategies and management of Google and LinkedIn ads, target audience refinement, operational acquisition, and closing process optimization through regular consultations.



OUR PROCESS

01

Account audit

02

Marketing plan

03

Strategy session

04

Final marketing plan

05

Campaign restructuring

06

Competitor Analysis

07

Keyword research

08

Creation of ad copy

09

Creation ad extensions

10

Additional campaign restructuring

11

Account / campaign optimization

12

Ongoing campaign management

RESULTS



5 new monthly introductory meetings with decision-makers



2 new clients in five months



Over \$100k in additional revenue



Generated \$100,000+ in additional revenue within 5 months and secured multiple contracts with leading enterprises, streamlined sales process and improved customer acquisition.

CLIENT FEEDBACK

“The Managing Director noted the professional and effective collaboration, achieving two new clients within five months.”