

CASE STUDY



# Increasing Sales-Qualified Leads by 139% while slashing Cost Per Lead in half for a SaaS product



LIGHTING DEVICE	SPEC/BOM	Device Body	PARAMETERS	
			Wattage	Count
BRIDGEMARK Safety Cable			130W	80
Light Instrument Robe Robin 200 LEDWash			80	2000W
Light Instrument Robe Robin BRFL Spot			84	

## The Challenge:

Vectorworks came to us looking to solve a big problem - really high costs per sales-qualified lead (\$1,000+ on bad months). In addition to the high costs, the leads coming in were mostly marketing-qualified leads that weren't moving down to the sales-qualified stage. Clearly, there was some misalignment between the customers Vectorworks wanted and who was showing up through Google ads. Time to go to work!

## The Process

We started with a deep dive into the audience Vectorworks was targeting. This allowed our team to develop a stronger keyword strategy and ad copy that could speak to the specific industry vertical and ideal customer (e.g. architecture professionals, not DIYers looking to redesign a room).

From there, the team focused on getting indicators of quality into the Google Ads platform, deciding on importing the sales-qualified stage data from their CRM directly into the platform. The team then was able to more effectively test using advanced bidding strategies moving from manual cost-per-click to conversion-focused Smart Bidding strategies taking advantage of Google's advanced bidding platform.

This match of tailoring our keyword and copy to the ideal consumer paired with the data-backed efforts of importing CRM data and utilizing bidding strategies that focus on those imports, we were able to see year-over-year growth. Thanks to these strategies, Vectorworks increased the ads budget allowing the team to maximize the targeting efforts improving the CPLs even further.

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## The proof is in the numbers:

139%

SQL Volume improvement

118%

Customer volume increase

54%

Drop in Cost Per SQL

20%

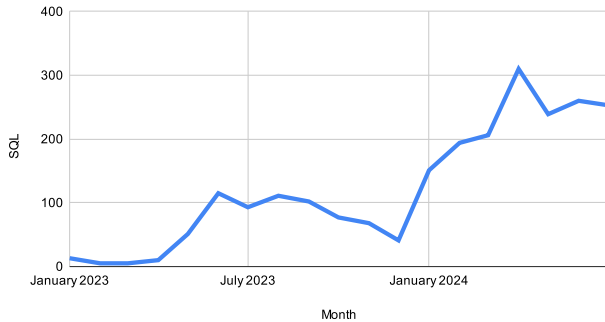
Decrease in Cost Per Customer

# The Results

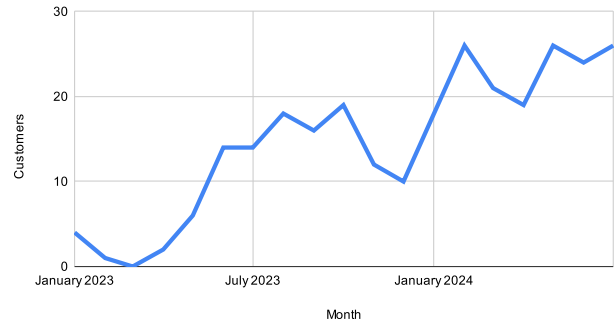


Optimizations and strong ads strategies paid off. Sales-Qualified Leads (SQL) improved by 139%, and customers improved by 118%.

Sales-Qualified Lead Volume from GAds 2023-2024

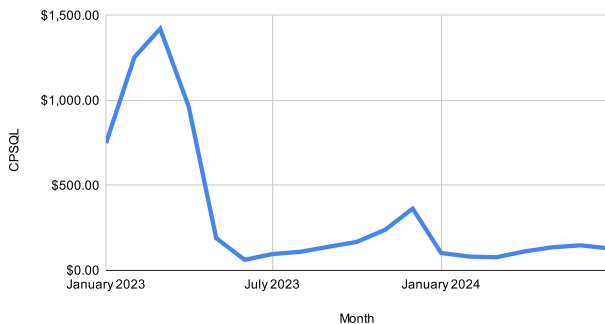


Customer Volume From GAds 2023-2024

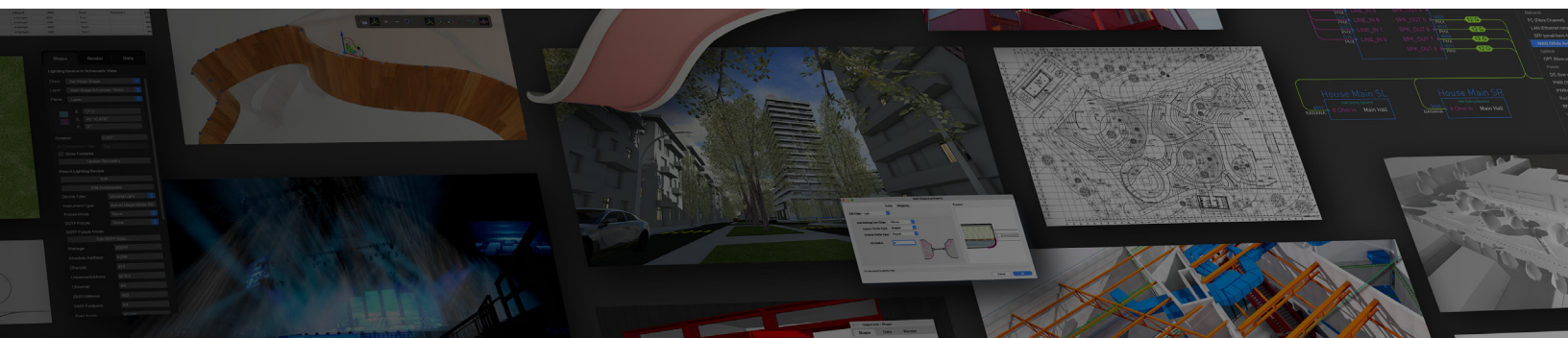
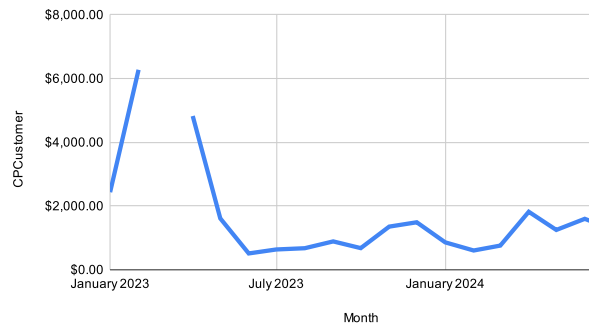


While extra budget was a factor starting in May of 2024, we were still able to get more for less by improving our cost per sales-qualified lead by 54% and improve our cost per customer by 21%.

Cost Per Sales-Qualified Lead From GAds 2023-2024



Cost Per Customer vs. Month



## What about you?

Struggling with high costs and unqualified leads? WebMechanix has the expertise to align your campaigns with the right audience, just as we did for Vectorworks. **If you're ready to cut costs and boost your sales-qualified leads, reach out to us today and let's transform your lead generation strategy.**



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