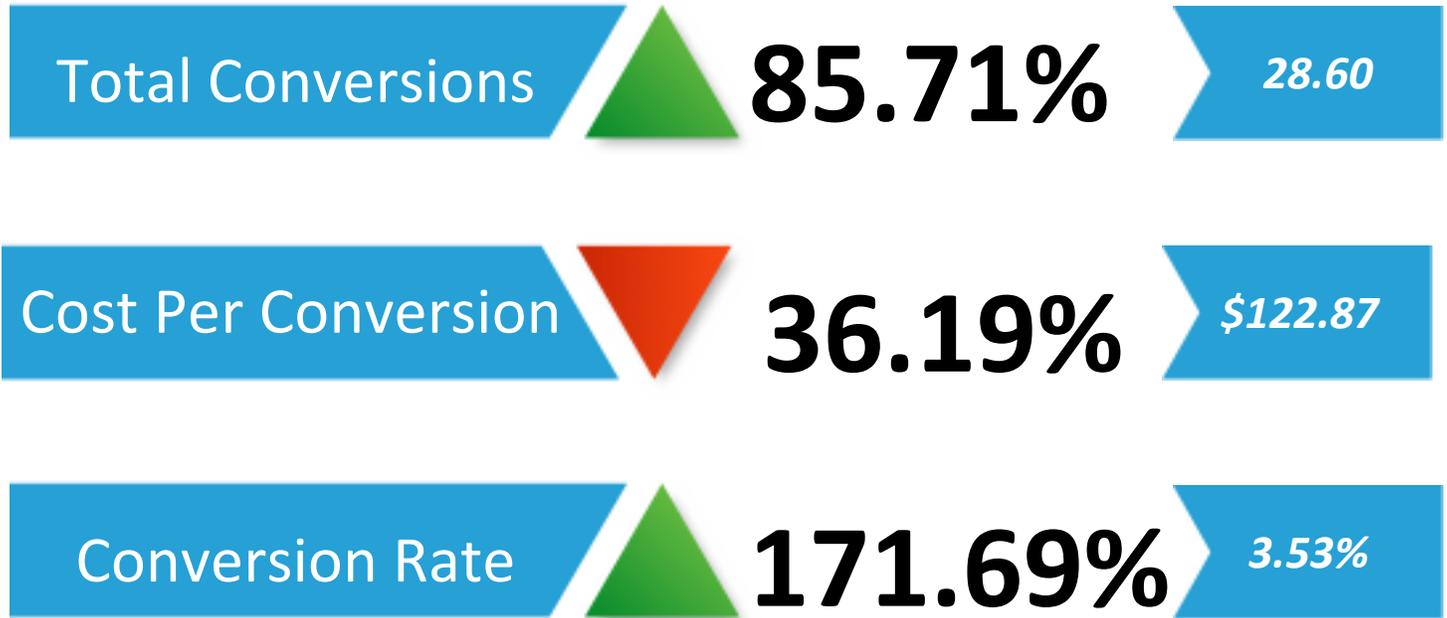


## Industry: SaaS (Software-as-a-Service)

### Timeframe:

Dec. 1, 2020 – Feb. 28, 2021 vs. Sep. 2, 2020 – Nov. 30, 2020



This client started with SocialSEO in March of 2020 and began their engagement with a low-mid level SEM package and the minimum amount of ad spend required. Their main goal when they began with SocialSEO’s SEM services was to increase the amount of viable contact forms they received via their website. Since this client typically has a longer sales cycle, contact forms are an extremely beneficial way of getting all the necessary information from their prospects before engaging further. The SEM team’s strategy focused on leveraging specific keyword targeting across multiple ad campaigns in order to show ads to a target audience who is further along in the conversion funnel. This ensured the ads were being shown to users who were ready to convert. With a decrease in cost per conversion and increase in both total conversions and conversion rate, this client is very happy with results thus far. The SEM team continues to further enhance their keyword targeting to ensure the ads are as refined as possible to further increase metrics.

