

B2B SaaS - HR Compliance & Onboarding Software



COMPANY CASE STUDY

- 30+ employees / Mid-market enterprise clients US
- \$15M ARR / Budget: \$35k-45k/month
- Google Ads Performance Max & Search:
Increase demo sign-ups & free trials

Cost per lead down 54% -
Conversion Volume Up 288%

Overview

Before the partnership, the company relied heavily on branded search but struggled with lead cost, volume, and attribution across channels. PMax had low conversion efficiency, and Search campaigns were missing strategic segmentation - leading to missed intent signals & high CPLs.

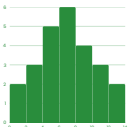
Objectives

- Lower cost per demo, improve conversion quality & reduce wasteful click.
- Increase PMax Conversion rate over 1%.
- Increase Search conversion rate.

Outcome

Campaign	CTR	Avg. CPC	Cost	Target Impressions	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type	Conv. rate	Conv. value / cost	Conversions	Cost / conv.
Total: All enabled campaigns in your current view											
January 2025	3.31%	\$8.76	\$19,710.18	-	5.52%	87.30%	Maximize conversion value (Target ROAS)	2.39%	1.21	78.84	\$250.00
February 2025	2.90%	\$9.54	\$2,613.83	-	2.67%	> 90%		0.76%	0.68	5.50	\$475.24
February 2025	3.90%	\$8.97	\$4,519.13	-	10.42%	80.88%		3.02%	1.47	20.59	\$219.46

Campaign	Cost	Target Impressions	Search lost IS (budget)	Search lost IS (rank)	Bid strategy type	Viewable CT	Avg viewable CPI	Viewable imp.	Conv. rate	Conv. value / cost	Conversions	Cost / conv.
Total: All enabled campaigns in your current view												
February 2025	\$135,407.53	-	1.30%	83.22%	Target ROAS	-	-	0	8.66%	1.40	721.89	\$187.57
February 2025	\$32,480.70	-	0.00%	82.47%		-	-	0	7.81%	1.33	154.37	\$210.41
March 2025	\$36,298.69	-	0.00%	86.74%		-	-	0	10.12%	1.40	224.20	\$161.90



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Stage-Based Funnel Mapping

1

Created distinct keyword and campaign sets based on where prospects are in the buying journey —“compliance software” vs “HR onboarding workflow automation”

2

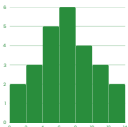
Paired top-of-funnel keywords with soft CTAs (whitepapers, webinars), and bottom-funnel keywords with “Book a Demo” CTAs

Smart Asset Deployment in PMax

3

Uploaded industry-specific audience segments (e.g., HR Directors at 50–200 person companies) and synced them with CRM lookalikes

“We’ve never seen results like this. Our cost per lead is lower, call volume is up, and we actually understand what’s driving conversions now.”



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Created dynamic video + static assets for each stage of the funnel

2

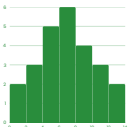
Layered in value-based messaging, like ROI stats and time saved, instead of vague product features

Scaled Retargeting + Reactivation Loops

3

Launched a dedicated retargeting Performance Max campaign with LinkedIn-style testimonial carousels and enterprise trust signals (badges, reviews, client logos)

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Built a custom remarketing list based on site engagement time and scroll depth. Used countdown ad variations tied to limited-time onboarding offers to trigger urgency without sounding spammy

Budget Split Testing by Intent Tier

2

A/B tested daily budget splits between low-CPL lead magnets and high-CPL demo targets

3

Used data to **reallocate** spend dynamically toward campaigns with the highest LTV conversion trends, not just surface-level leads

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