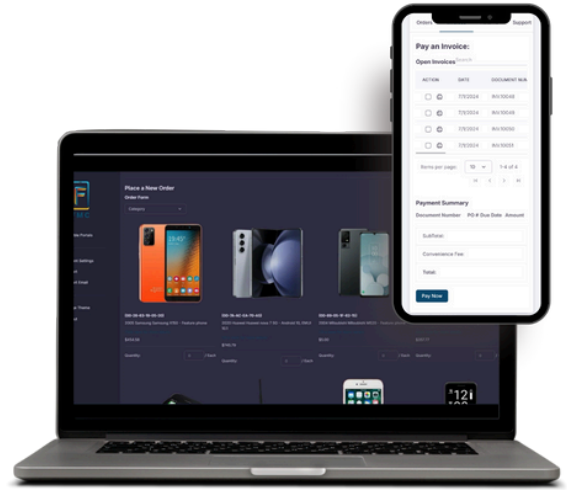


DataOngoing

# case study



**campaign:** AD: VERSITAL Customer Portal | NetSuite Interests | Leads to Landing Page | 11/19/2024

## client overview

DataOngoing is a technology solutions company specializing in NetSuite, partnering with businesses to drive growth through customizations, automations, and integrations. Initially focused on high-ticket NetSuite consulting and implementation services, they are now expanding into developing high-ticket SaaS products for businesses using NetSuite. These products aim to further enhance business growth and maximize ROI.



### challenge

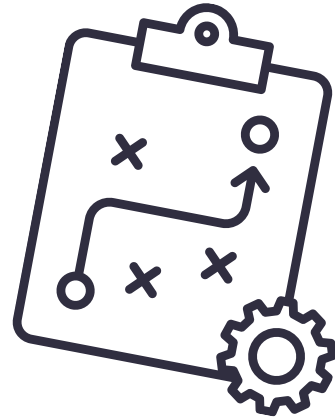
As a smaller company competing against well-established industry leaders, DataOngoing needed a multi-channel strategy to quickly gain visibility and drive high-quality leads. Organic traffic alone was too slow, so they sought to complement existing efforts with an accelerated campaign. They faced significant hurdles, including a lack of a well-defined target audience for their new product, limited insights into where their audience could be found, and no historical metrics from prior sales to guide their approach.



### solution

To help DataOngoing, I crafted an initial strategy tailored to their \$20/day budget and NetSuite software interest to gain visibility, attract high-quality leads, gain insights into their audience, and re-target the audience who have shown interest or visited their site, all while optimizing for the lowest cost per lead. I set up an objectives aligned Meta Ads leads campaign and optimized on a standard event on the activate button to get as many as possible to click.

# Strategy Overview



In this highly specialized and competitive B2B market, the client understood the importance of starting with a data-driven approach to ensure the campaign's success. Given the tight budget and the need to define the ideal audience more clearly, the initial strategy focuses on collecting valuable insights during the first few months.

**The primary goals were to:**

- Refine audience targeting by gathering data on how different segments of the market responded to the ad.
- Optimize creatives and messaging based on user engagement and performance metrics.
- Test different strategies to identify which combinations of copy, visuals, and calls to action resonated best with the target audience.

As the campaign matures and more budget becomes available, the strategy will evolve into a more cost-efficient and expansive approach.

**This would include:**

- Retargeting past visitors and visitors that clicked but didn't follow through with a call.
- Implementing an omnipresent effect by increasing the budget for wider exposure across multiple touchpoints, keeping the brand top-of-mind for potential customers.

# Results Summary



Over the course of two different strategies in just 47 days, there has been significant progress in building DataOngoing's visibility and generating leads at an accelerated rate that organic traffic and prospecting combined wasn't achieving. In just the first 20 days, they gained over 10,000 impressions and saw strong engagement with the landing page, resulting in high-quality leads clicking through to the free trial. Although the initial phase is focused on data collection and audience refinement, it quickly provided valuable insights into what messaging resonates and where we can improve targeting for even better results moving forward.

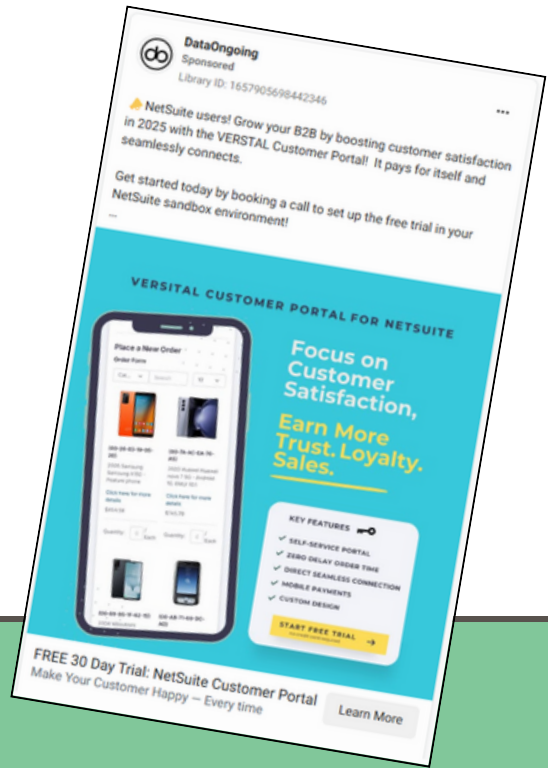
There was a fairly large gap between the number of people that clicked to schedule a call to those that followed through with the call, I decided to take the need for a call away to see if removing one layer of friction, would help move leads along. Additionally, the static image ad was getting all the traction, yet the CPM was the highest. This compelled me to turn the the static image off briefly to see how the others fared without that as competition.

By shifting to a more direct free trial offer in the second strategy taking the audience from the ad to the landing page to a simple name and email form, we saw a noticeable uptick in the number of leads to the form (23 to 48) and form submissions (3 to 20). With 20 successful form completions, the new strategy has already begun generating tangible results, showing that the audience is responding positively to a simpler path to conversion. Despite a higher cost per thousand impressions (CPM) in this phase, the increased CTR and more efficient lead generation demonstrate that we are heading in the right direction.

In comparison to organic traffic, this campaign is delivering accelerated results at a scale that wouldn't be possible through organic methods alone, especially given the tight budget constraints. With every campaign iteration, we continue to improve targeting and messaging, ensuring that we are getting the best possible cost per lead while driving qualified traffic to the site.

These early successes show that with continued optimization, the campaign will only scale further, providing more leads and greater market visibility for DataOngoing.

# Metrics that Matter



## Strategy 1

Nov 19, 2024 - Dec 9, 2024

Results	Reach	Impressions	Schedule Customer Portal...	Unique outbound CT...	Cost per result	CPM (cost per 1,000...)
23 [2] Activate Your Free T...	7,905	10,873	3 [2]	1.56%	\$12.35 [2] Per Activate Your Fr...	\$26.13

## Strategy 2

Dec 8, 2024 - Jan 4, 2025

Results	Reach	Impressions	Applications submitted	Unique outbound CT...	Cost per result	CPM (cost per 1,000...)
48 [2] Website Start Trials	6,303	11,375	20	3.94%	\$11.34 [2] Per Website Start Trial	\$47.85

# Let's Get In Touch

*Meta Ads are only as good as the strategies behind them.*

## **ANGEL DONITHAN**

Book A Free Discovery Call Today To See How Meta Ads Can Boost Your Business.

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“Angel leads the way in the digital marketing profession finding new heights and strategies for your business that will put you at the front of a buying audience. DataOngoing’s success is testament to that.”

-K. Castor

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