



## The Challenge

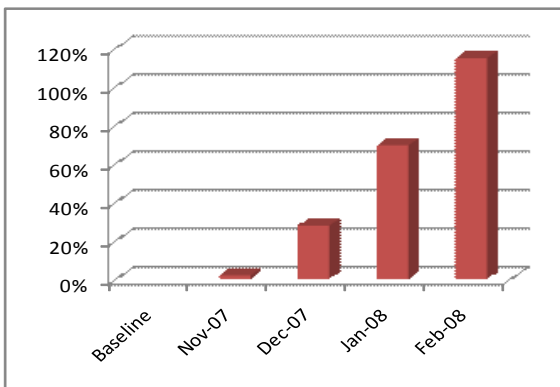
Provide VanillaSoft's sales force with double the number of leads.

VanillaSoft was prepared to double their PPC spending to get at least double their conversions (leads). They knew that doubling conversions wasn't as simple as doubling the budget; the campaign had to be kicked up to a new level.

### Increase in Leads\*

November 2007	2%
December 2007	28%
January 2008	69%
February 2008	115%

\*value above baseline



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## Double Sales Leads Through PPC Advertising

VanillaSoft is a B2B technology company that provides software lead management systems for making sales calls. When they hooked up with Enquiro, they had already been running a PPC campaign. They wanted help driving more people to their ad landing pages, and generating more leads. Visitors turn into "leads" when they sign up for a free software trial or request further contact about VanillaSoft's software solution.

## The Solution

The Enquiro team began by identifying the keyword phrases that had already been successful for VanillaSoft, and expanding on them. Non-performing keywords were weeded out. Next, their ad groups were reinvented; this served the dual purpose of giving us the metrics we needed to accurately measure the performance, and also to aggressively test and refine ad copy. As we worked on the campaign and collected data for analysis, we were able to shift budget allocations to support the ads and keyword phrases that were proving to be the most successful at driving conversions (i.e. sales leads who had submitted a completed form).

*"Enquiro's methodical approach to PPC advertising helped us break through a ceiling and meet our sales growth target. They really are experts in B2B online marketing and their insights have been invaluable."*

Leonard Sussenbach, VP of Marketing  
VanillaSoft

Over a four month period, Enquiro was able to effectively double the number of sales leads being generated via VanillaSoft's website. Besides achieving the growth goals, the increase in lead data has also allowed their marketing department to gather intelligence at a faster rate.

These results vary from week to week (for example, some weeks the Total Conversions were up well over 150%), but they're indicative of the overall direction the campaign has taken.

Building and keeping the campaign's momentum is an ongoing task. The success of the new PPC campaign means their sales force is processing a lot more leads than before. As the traffic and leads continue to increase, greater focus is being put on even higher lead quality, and positioning the client's ads in the competitive landscape.