

Driving Qualified Opportunities for B2B Businesses using Paid Search

Traditional B2B tactics, such as in-person event sponsorships and direct mail campaigns, have been turned upside-down in 2020. As the **B2B buyer's journey increasingly occurs online**, accelerated further by public health crises in 2020, marketers need more innovative strategies for deploying digital media to **drive qualified opportunities** and **stay in front of their consumers** throughout the purchase process.

If you're managing a B2B search program (or looking to launch one), how are you optimizing toward leads that bring in revenue? If your budget and bandwidth are being used on lower-intent actions such as information requests, you're **missing out on substantial sales volume** by not pushing spend to the keywords and ads driving qualified opportunities. Without a strategy or data infrastructure to tie opportunity data from your CRM to your digital spend, you won't be able to see the true impact of your marketing efforts.

Integrating your CRM data with media performance is an **essential step to B2B digital strategy**. The challenge is often finding the resources to make that happen. If you're wondering how this strategy can affect your brand's bottom line, **read the case study below**.

Skyrocketing Qualified Leads While Improving ROI

Rise created and executed a multi-part plan to drive more qualified opportunities from search for an enterprise B2B durables manufacturer.

1 Tying Offline Opportunity Data to Online Leads

Rise worked with this brand to integrate their CRM data with their digital media to understand which ads and keywords were driving the most pipeline opportunities, a more qualified conversion point than leads.

2 Smarter Media Optimization Strategy

The evolved optimization strategy pushed spend behind many previously underinvested keywords that were driving qualified opportunities that converted at a higher rate, even if the cost per lead on those keywords was higher.

3 ROI-Positive Competitor Conquesting

With more competitors bidding on their branded terms, Rise overhauled this brand's conquering efforts with a more efficient strategy. Rise built custom landing pages and ad copy to specifically support bidding on competitors' branded terms.

The Results



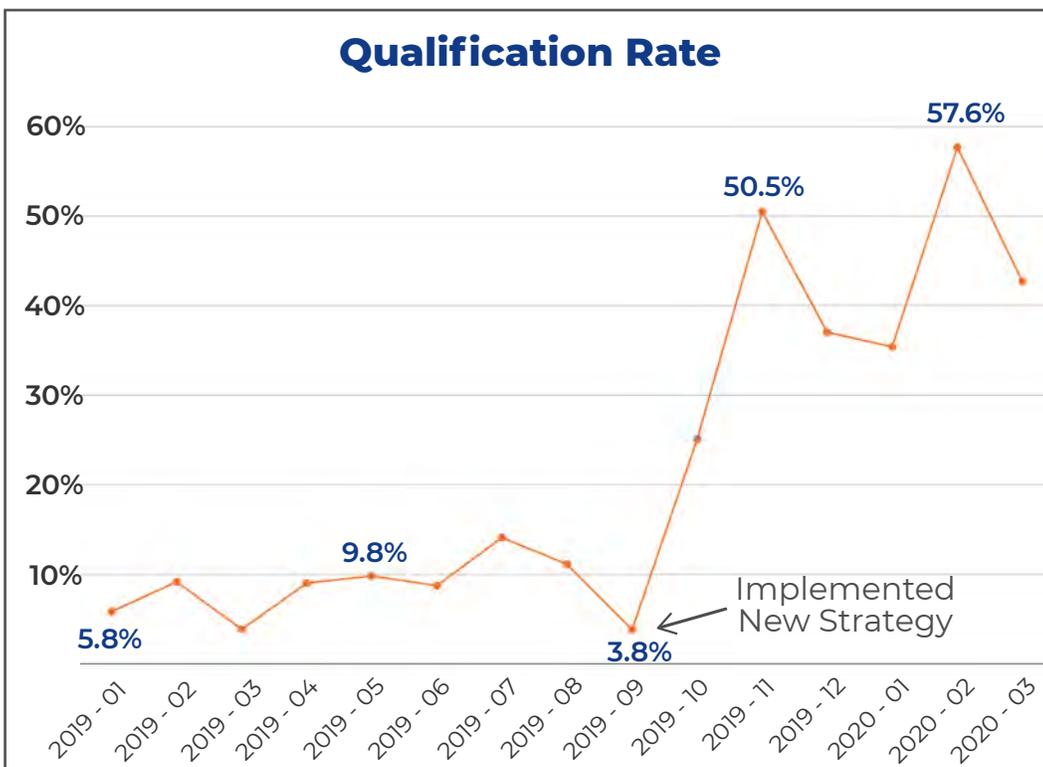
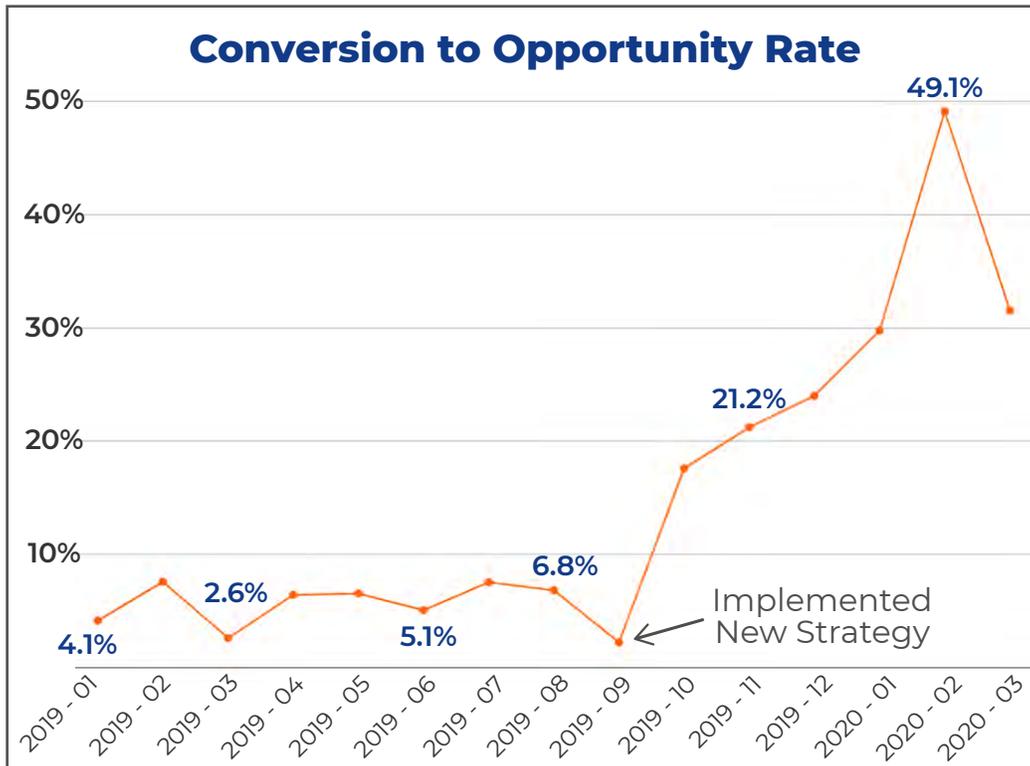
10x

improvement in
Conversion to
Opportunity Rate



\$15 ROI
on pipeline value

Hockey Stick Performance Improvements after Implementing Rise Strategy



Rise Interactive is a digital marketing agency specializing in media, analytics, and creative & development. Our proprietary Interactive Investment Management® approach uniquely helps clients see, shape, and act on opportunities that others cannot.

riseinteractive.com
info@riseinteractive.com

312.281.9933
@riseinteractive