



## A leading global provider of IT infrastructure automation solutions needs to strengthen U.S. presence.

**Problem:** Woefully underperforming program needed to produce leads or risk being eliminated. Lead generation volume from online was low and cost per acquisition was excessive.

**Challenge:** Despite superior technology, deep pocketed competitors dominated the market. Messaging which supported specific environments for Oracle, SAP, VMWare platform support was not reaching audience effectively. Available time from the Marketing Programs Manager was limited and occupied with other projects.

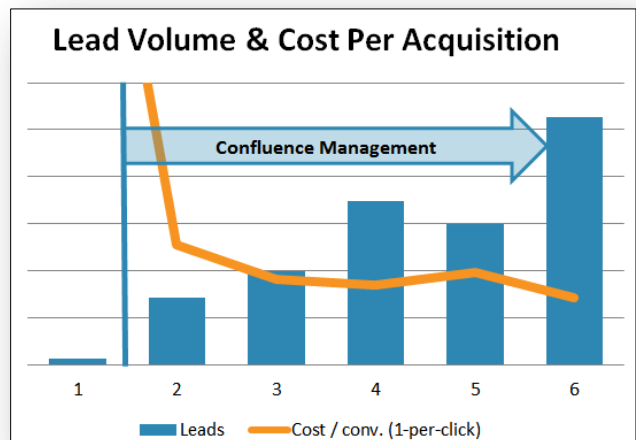
**Actions:** Step one was to fully understand the value proposition for UC4's audience. What pain points did UC4 address and who were the buying influences involved in this complex enterprise software and service sale?

Based on our research the pay-per-click program architecture was rebuilt. A keyword gap analysis was executed to identify holes in targeting. Website analytics were used to identify natural search trends and content most sought by visitors.

A complete assessment and overhaul of bid strategy was conducted and revisions implemented. Google's Display Network was tested and proved a valuable new ad distribution channel.

Landing pages were A/B tested and integrate with UC4's lead nurturing platform. Landing page optimization continues to evolve today.

**Results:** In the first 6 months, lead acquisition cost was cut by 55% and lead volume was up 156%. From when Confluence Digital began, to the most recent completed quarter, conversion rate is up 245%. Lead volume is up 20 times and cost per lead acquisition is down over 80%. In a recent analysis, nearly \$1 million in revenue was traced back to the program managed by Confluence Digital delivering nearly a 10:1 Return on Investment. The budget for next year has been significantly expanded.



### About Confluence Digital

Confluence Digital, LLC is a Seattle-based digital marketing consultancy providing search engine optimization (SEO), paid search (PPC), web analytics, conversion funnel optimization and other search engine marketing, online advertising and strategy solutions to B2B and B2C clients.

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