



## Digital Lead-Gen Win

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Triad created a series of LinkedIn Sponsored Content Updates and website landing pages to replace a 3PL company's underperforming Google Pay-per-Click (PPC) campaign. The three-part campaign was tightly targeted by industry and job title, and excluded undesirable geographic areas. The campaign consisted of Parcel, LTL, and Freight Audit Payment modules, rotated weekly, with a 3x frequency. Each flight of the campaign was fine-tuned by analyzing click-throughs to continuously improve results. In one case, impressions were doubled while click-throughs and conversions nearly tripled.

### The Stats

51,561 Impressions  
186 Click-throughs  
67 Conversions

### The Win

While higher than average for a PPC campaign, the cost per conversion delivered a net of 67 highly targeted and qualified prospects, resulting in the client's most effective digital lead-generation effort to date.

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