

Unexpected lead-generation solution delivers 255 qualified prospects

How No-Limits Thinking helped a 3PL company drive lead generation

PROBLEM

A third-party logistics (3PL) provider was facing a two-part problem:

1. Its PPC program was failing badly in terms of lead generation
2. The quality of leads in the 3PL search space had proven to be poor

INSIGHTS

Using its no-limits approach, Triad asked the question differently.

Is there a better way to generate immediate, higher quality leads?

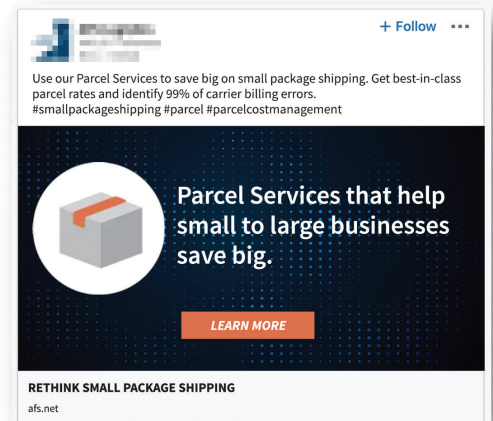
SOLUTION

Going beyond the conventional PPC lead-gen effort, Triad designed an unexpected and highly effective program utilizing the tight-targeting capabilities of LinkedIn Sponsored Content advertising.

RESULTS

Based on a \$1,200 spend, the client enjoyed their most effective digital lead-generation effort to date. In fact, one converted prospect became a very large customer.

- Impressions – 81,380
- Click-throughs – 462
- Conversions – 255
- Cost-per-conversion – \$4.71



About Triad B2B Agency. Triad is a specialized B2B marketing agency, offering a wide range of marketing/communications services designed to meet the unique branding, lead generation, and sales support requirements of B2B companies.

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