

# Cut Cost Per Qualified Lead by 50% in 3 Months



Hive9 was a leader in cloud-based solutions for marketing performance management. It is now part of Uptempo, which provides a complete end-to-end SaaS marketing operations suite to enterprises globally.

## The Challenge

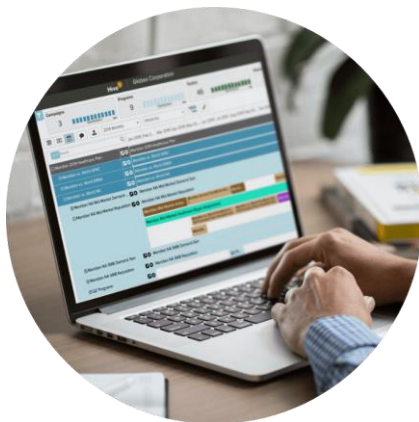
Google Ads was already bringing Hive9 far more qualified leads than other paid channels. But they needed it to work even better, setting a goal of tripling their annual qualified leads with the same budget. The client wanted to learn how to do this themselves with expert guidance and requested our Prometheus PPC coaching option.

## Our Approach

We helped the client restructure their CRM and Google Ads tracking to focus on “qualified” leads. We then helped them rebuild the Google Ads campaigns, optimizing all targeting options, and most importantly narrowing the user targeting to ideal prospects and ensuring that highly relevant ads are shown for each search query.

## Business Results

- Improved ability to track and optimize for “qualified” leads
- Learned how to efficiently gain leads through head-to-head advertising against key competitors
- Decreased CPA (cost per lead) by over 50% in just 3 months



“ After working with Andrew for a few months, our software company has not only exponentially decreased its cost per lead on Google Ads (more than 50%), but also significantly improved its lead quality. Highly recommended if you're looking for help from an expert to revamp your Google Ads account and get on the right track for success. There's a lot that goes into getting these things right, and Andrew provided a perfectly nuanced approach for our specific needs.

- Betsy Lillian, Marketing Manager, Hive9, [www.hive9.com](http://www.hive9.com)

