



HOW MOBILE APP MONETIZATION COMPANY IMPROVED LEAD QUALITY BY 305%

Revamped & unified multi-channel approach to maximize quality lead-driving strategy

THE CHALLENGE

A mobile app monetization company was in need of evolving marketing efforts to drive more quality leads and traffic to their site, while ensuring ads were hitting the right decision makers across companies ranging from SMBs to Enterprise. With their platform solutions speaking to both small app developers and larger programmatic buying agencies, it was also becoming increasingly important to differentiate audiences and messaging to drive the desired efficiency and quality within their digital approach.

THE SOLUTION

Apiary worked closely with the mobile app monetization company's digital and content teams to quickly pivot campaign approach to maximize business growth. Account restructure focused on an audience-first approach, which included everything from landing page recommendations, to robust analytics and goal tracking implementation, to revamped Paid Search and Paid Social campaign structures, to testing various new content and audience approaches—all ultimately supporting a smoother path to conversion and leading to instant results within the first few months. Key success factors included:

Removed channels driving low-quality traffic & leads

- Reinvested in channels more relevant to the company's key audiences, including LinkedIn and Stack Overflow

Revamped campaign approach around gated content

- Gated content within their Paid Media campaigns contributed to over 50% of the quality leads within the first quarter of launching

ABOUT APIARY DIGITAL

Apiary Digital is not your typical agency. We are a Collective of deeply experienced strategy and marketing professionals, joined together by a common mission. We obsess over measurable results. We question the “best practices” and test everything. We practice empathy and relentlessly seek to understand your ideal customer. We believe creativity and careful analysis work best together, not apart.

With Apiary, our client partners can expect our team to average 7-10 years of experience. You will not be assigned the junior team...because there is no junior team. Typical agencies employ a “bait and switch” strategy with new clients in a bid to drive down costs and increase profits. At Apiary, you get subject matter experts in SEO, Analytics, Paid Social, Paid Search, and other disciplines. We are equally skilled with new customer acquisition, lead generation, revenue generation, and profit optimization.

Have a marketing challenge? Apiary Digital is here to help! Give our team an opportunity to deliver results with a pilot project.

Contact us today:

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Restructured campaign setup to focus on conversion-driving tactics

- Paid Media campaigns were rebuilt to focus on mid-to-lower-funnel objectives, with content and audiences better fit for where consumers were in their journey

RESULTS

Within the first 2 quarters of revamping their approach, the app monetization company exceeded digital SQL goals by 2,000% & 1,000% respectively. Additionally, they saw:

- 200% increase in SQLs in 1st quarter; 113% in the following quarter
- 305% increase in MQL to SQL conversion rate YoY; 100% increase QoQ
- 568% increase in MQLs at 88% lower cost per leads on LinkedIn
- 1,038% increase in MQLs within the 1st month of SEM revamp

