



Case Study: Paid Media outshines Free Media 2018 to Q4; 2022

Marketing case study on the consistent performance of paid ads generating over 1000x return on investment (ROI) in B2B verticals over a four-year period.



Company: XYZ
Industry: B2B software

Background:

XYZ is a B2B software company that provides solutions for small and medium-sized businesses. The company has been in operation for over 10 years and has a strong reputation in the industry. However, despite its success, XYZ wanted to expand its customer base and increase its revenue.



Objective:

To increase customer acquisition and revenue through paid advertising efforts.



Strategy:

XYZ decided to invest in paid advertising through Google Ads and LinkedIn Ads to reach a wider audience and attract new customers. The company worked with Rocket to create targeted campaigns and ads that would appeal to its target audience. The agency also helped XYZ set up tracking and analytics to measure the performance of its paid ads.

Results:

Over the course of four years, XYZ's paid advertising efforts generated consistently strong results. The company saw a 1000x ROI on its advertising spend, with the paid ads driving a significant portion of its new customer acquisition and revenue.

The paid ads also had a high conversion rate, with a large percentage of clicks on the ads resulting in a purchase or a demo request. Additionally, XYZ saw a positive impact on its brand awareness and overall online presence as a result of the paid advertising efforts.





Conclusion:

XYZ's investment in paid advertising through Google Ads and LinkedIn Ads proved to be a highly successful strategy, resulting in a consistently strong ROI of 1000x over a four-year period. The targeted campaigns and ads effectively reached the company's target audience and drove a significant amount of new customer acquisition and revenue. Overall, the paid advertising efforts had a positive impact on XYZ's brand awareness and online presence.



Contact Us

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