lead generation TOP 10 case studies

DISRUPTIVE

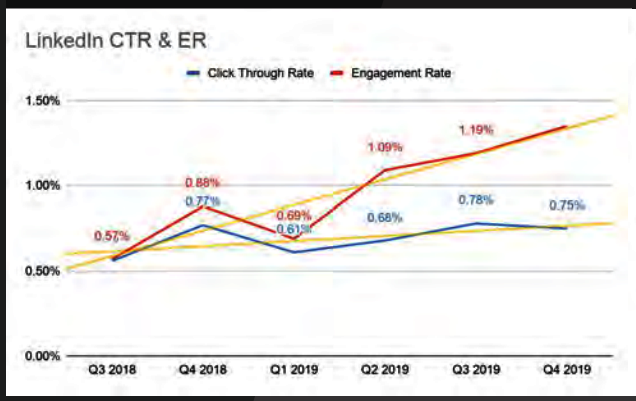
DISRUPTIVEADVERTISING.COM

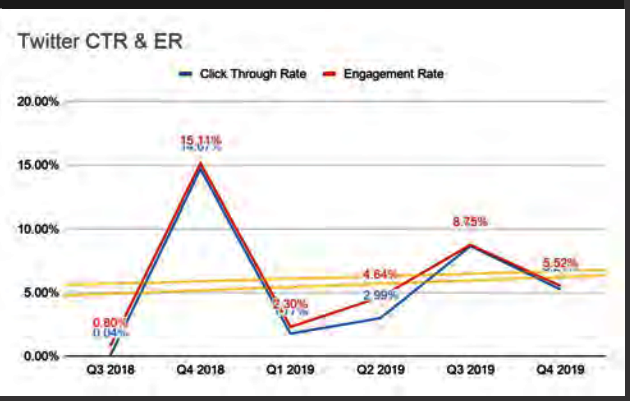
DISRUPTIVE case study

Adobe

OUR **PARTNERSHIP**

	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019
LinkedIn	.56% CTR	.77% CTR	.61% CTR	.68% CTR	.78% CTR	.75% CTR
	.57% Engagement Rate	.88% Engagement Rate	.69% Engagement Rate	1.09% Engagement Rate	1.19% Engagement Rate	1.35% Engagement Rate
Twitter	.04% CTR	14.67% CTR	1.77% CTR	2.99% CTR	8.67% CTR	5.24% CTR
	.83% Engagement Rate	15.11% Engagement Rate	2.30% Engagement Rate	4.64% Engagement Rate	8.75% Engagement Rate	5.62% Engagement Rate





LINKEDIN REVIEW

	Q4	Q1	Q2	Q3	Q4
TEST	**Creative:** Blog images with Adobe logo vs. using the blog image in a "template" **Audience:** Job titles with audience list overlay	**Creative:** Templated blog images vs. Adobe asset templates **Audience:** Expand all audiences to hit 100,000+ range by including more job titles	**Creative:** Testing article title vs. unique copy in the headline **Audience:** Persona-based targeting: • Marketing & Advertising • IT & Data • CIO • Commerce	**Creative:** Motion Ads **Audience:** Broader Audience Structure Function & Seniority within Lists	**Creative:** Carousel Ads **Audience:** Member Skills Targeting Job Title Exclusions Retargeting Audiences
KEY LEARNINGS	**Creative:** Blog images within the template performed best **Audience:** The audience allowed us to hit the right people but were very small and hard to scale	**Creative:** Templated blog images vs. Adobe asset templates **Audience:** Expand all audiences to hit 100,000 + range by including more job titles	**Creative:** Unique copy on the create performed best **Audience:** Persona-based targeting: • Marketing & Advertising • IT & Data • CIO • Commerce	**Creative:** 1. Case Study Videos (such as Orvis) perform best 2. Motion Ads are not winning creative **Audience:** Broad audiences sometimes reached people who were not our ideal customer	**Creative:** Carousel ads had a big engagement but a lower CTR **Audience:** Job function and seniority with the job exclusion overlay were our top performing

TWITTER REVIEW

	Q4	Q1	Q2	Q3	Q4
TEST	New audiences for each piece of content Tested larger audiences with more range Engagement vs. conversion campaigns	**Creative:** Tested a templated creative vs. Story Creative **Audience:** Tested persona-based audiences	Pushed more video for more engagement among the audience and earned views	Tested and pushed more 'Breaking News' content—anything that was more time sensitive Conversational Copy	Testing Cards vs. Imagery vs. Gifs Copy directed to audience
KEY LEARNINGS	Larger audiences with more reach resulted in better results Conversion campaigns result in higher CTRs but much less earned engagement	Persona Audiences / specific audiences resulted in higher CTRs Templated creative did not improve results on Twitter	This resulted in lower CTRs and ERs, but much higher engagement Something that would be continued for events only	Conversational copy along with more time-sensitive material resulted in the highest CTRs since starting	Results have been mixed Gifs for holiday have worked the best, cards for CMO, and images for CXM

results

Through custom analytics, our efforts have led to millions of dollars of closed revenue quarter over quarter.

Quarterly budgets increased by 128% from Q3 2018 to Q4 2019.

"Disruptive is an A+ organization. Anyone who is running any kind of performance marketing should call Disruptive right away. Over the past several months, I have run massive spend through Disruptive, and I couldn't be more happy with the results. I have no plans of ending this relationship. On the contrary, I see more and more business going their way in the future. I work with a lot of agencies, on a regular basis, and Disruptive is not your run-of-the-mill group. They don't just talk the talk. They walk the walk. They are driving real results for our business. The scale, efficiency, and testing at which we are achieving with Disruptive is no less than incredible."

Every social campaign has dramatically improved click-through rates and user engagement. Disruptive Advertising amazes with their organized workflow, flexible scaling, and fluid communication. Each team member brings deep industry knowledge and a dedicated, results-driven work ethic. Disruptive Advertising is an extension of my team. We connect closely with them to help everything run smoothly. They work with my team leads on social media marketing, including audience targeting, content, and copy creation, and reporting."

—Mark Boothe, Head of Adobe Experience Cloud Social Media

DISRUPTIVE case study

DAVINCI

Virtual Office Solutions™

THE **PROBLEM**

The client had a lot of leads reported as conversions in the Google Ads interface, but most of them never convert. We wanted to optimize the accounts based on the highest quality leads that actually close.

THE **SOLUTION**

We pulled reports from Salesforce, and created pivot tables to identify the top closing keywords. We then restructured the keywords that had the best closed sales while comparing to Google's Ad Spend, and focused budget on these top keywords.

THE **RESULT**

ROAS increased by **36%**, total deals increased by **15%**, spend decreased by **16%**, and total lifetime value increased by **over $50,000.**

Total deals increased by

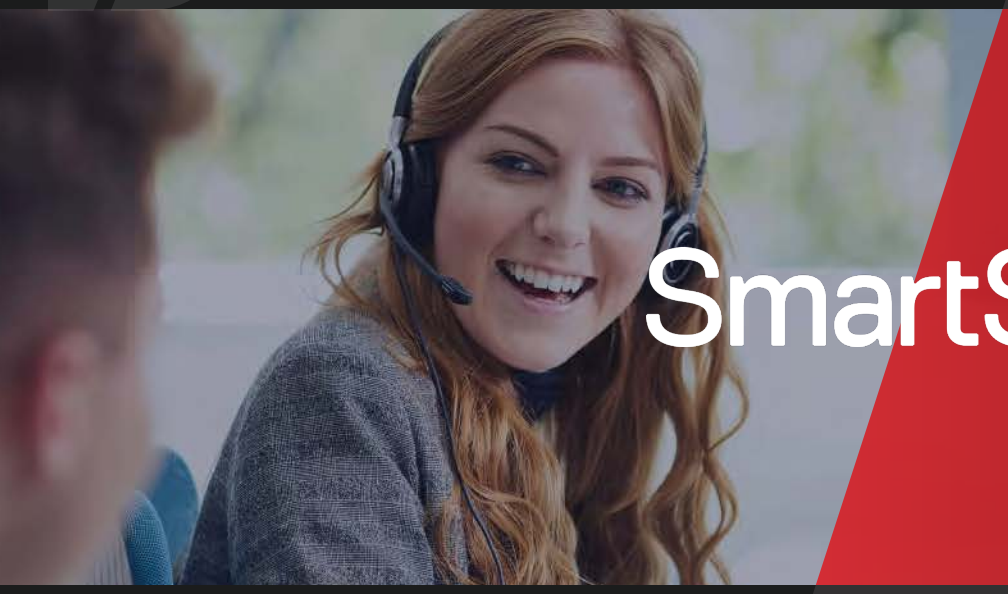
+15%

CLIENT **TESTIMONIAL**

"Their large and versatile team keeps the project on track, maximizing productivity by working on multiple goals at a time. They provide various resources to help establish a smooth process, while their expertise and customer service earned them favorable referrals."

—Kris Duckworth, VP of Technology

DISRUPTIVE case study



SmartSearch™

THE **BACKGROUND**

SmartSearch needed to optimize their existing welcome series to improve open rates and click through rates.

THE **SOLUTION**

A/B test subject lines, body content, and CTAs, study results, and implement best practices.

THE **RESULTS**

From this email alone we drove over **$18,000 in revenue** while performing **above industry benchmarks** on all engagement KPIs.

This automation attributed to

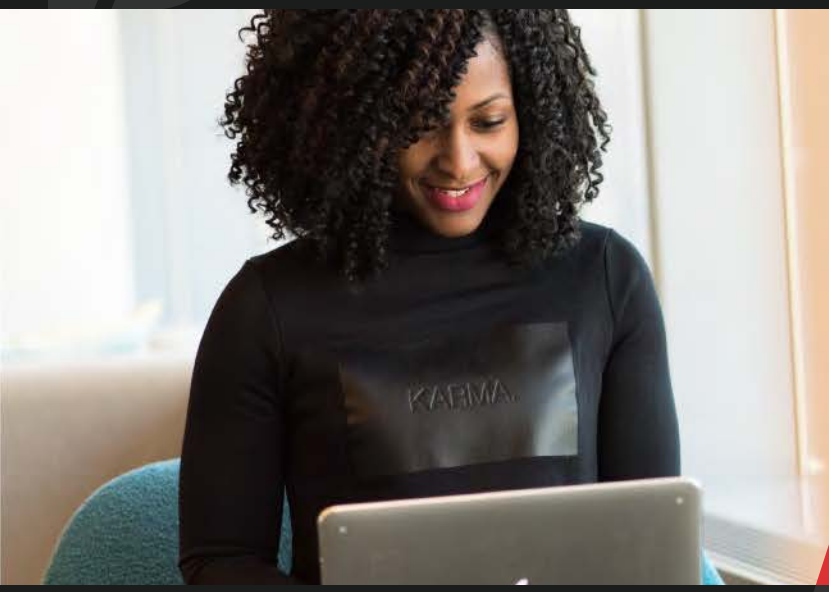
$18,721

in revenue over the course of 3 months, and KPIs improved by over

300%

	BEFORE	DISRUPTIVE	DIFFERENCE	INDUSTRY STANDARDS	DISRUPTIVE KPIs	DIFFERENCE
OPEN RATE	8%	26.15%	18.85%	19.5%	26.15%	6.65%
CLICK RATE	0.4%	8%	7.6%	2.8%	8%	5.2%

DISRUPTIVE case study



KPMG Spark

THE **MARKET**

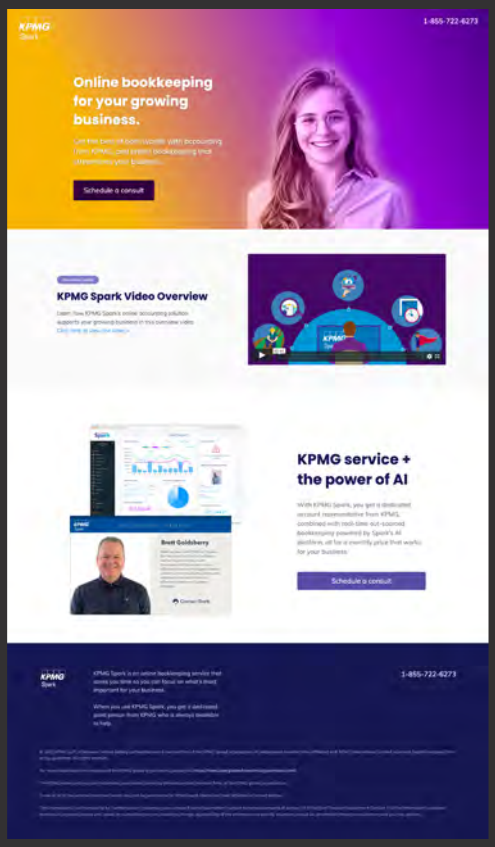
There are two worlds that exist in the market of bookkeeping solutions: SaaS and dedicated bookkeepers or independent contractors. Both alleviate small businesses who are having to focus their limited resources on bookkeeping (especially during tax season) instead of putting their time into scaling their business and focusing on what matters most—making money.

Each of these solutions, by themselves, don't offer what a small business really needs. KPMG Spark offers, at an affordable price, the benefit of an easy-to-use and intuitive interface SaaS with the hands-on customer service of an assigned bookkeeper.

THE **CHALLENGE**

Before partnering with Disruptive, KPMG Spark was unable to reach the vast majority of their customer base. As a subsidiary of the accounting giant KPMG, they were relying almost entirely on those resources for referrals and contacts that were not allowing them to truly scale.

They knew they needed to cast a wider net and improve their nearly non-existent online presence if they wanted to grow their business and make their stakeholders happy.



KPMG Spark—the best of both worlds with accounting from KPMG, and online bookkeeping that streamlines small businesses.

THE **SOLUTION**

In June of 2019 & after an extensive search, KPMG Spark made the decision to partner with Disruptive and is now going on 26 months. The two driving factors in our long-standing partnership stems from great results and a great relationship.

They were new to paid media so all of this was built from the ground-up. Here is an overview of the results over the past 26 months between both LinkedIn and Facebook.

Leads attributed to media:

4,675

Leads closed:

~374

Average retention per lead:

15 months

Average close rate:

8%

Average revenue:

~$1.4 million

Average ROI:

2x

Facebook ad
Leads: 129 | CPL: $20.83

LinkedIn ad (video)
Leads: 110 | CPL: $83.67

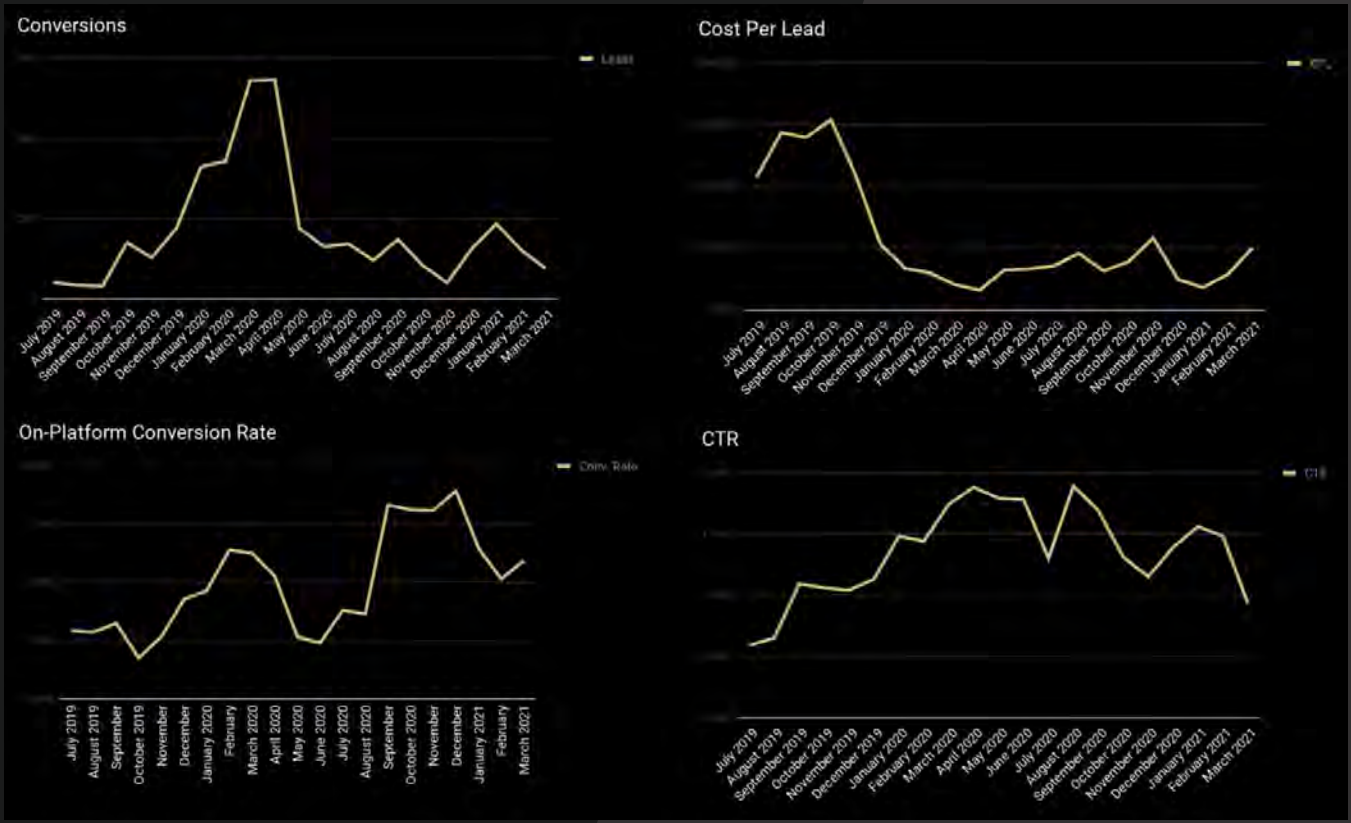
KMPG Spark's CEO was once convinced by another firm that they could get better results on social than we could and that they could cut their costs in half with triple the leads. They decided to do a 2-week pilot with this firm to see if they could match or beat our results.

They ran the test on LinkedIn and here were the results:

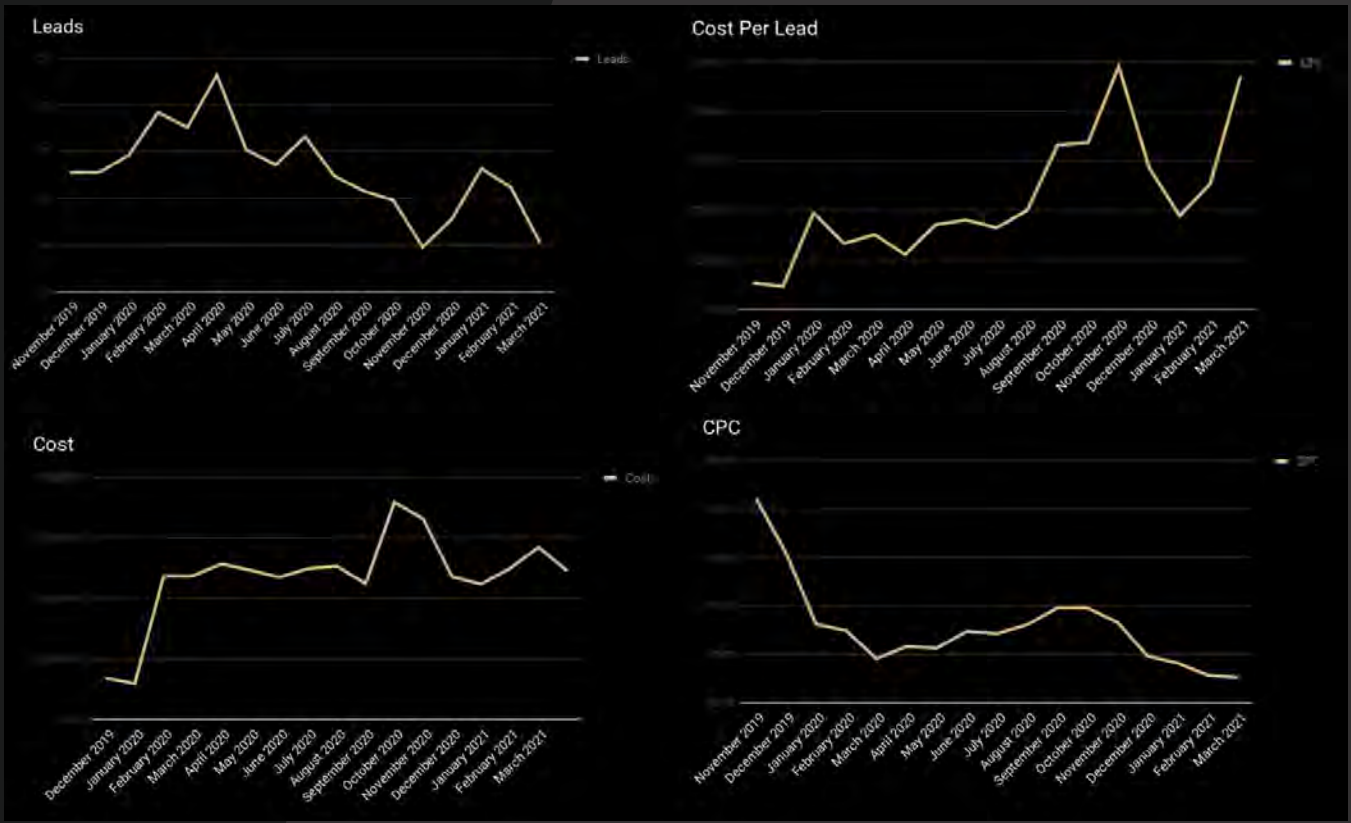
	LEADS	COST PER LEAD	AVERAGE CPC
Competing Firm:	3 Leads	$182	$18.25
Disruptive:	12 Leads	$102	$9.13

The client then doubled our budget.

FACEBOOK RESULTS



LINKEDIN RESULTS



DISRUPTIVE case study

United Vein CENTERS

THE **PROBLEM**

United Vein & Vascular Centers had zero email communication after a lead was lost. Disruptive strategized a 6-part nurture series and implemented lead scoring to track and engage lost leads.

THE **SOLUTION**

- Started conversion tracking
- Implemented dynamic content in the emails based on lead lost reason
- Implemented lead scoring and automated notifications to the sales team based on subscriber engagement

THE **RESULTS**

With a 4.09% conversion rate, this automation is effectively recapturing cold leads. This program is forming a relationship with cold leads by giving opportunities to learn more about their procedure and gain confidence about the service provided.

THE **NUMBERS**

	INDUSTRY AVERAGE	DISRUPTIVE VERSION	DIFFERENCE
OPEN RATE	21%	34.6%	13.6%
CLICK RATE	2.4%	2.7%	0.3%

This automation converts at

4.09%

DISRUPTIVE case study

LA CUSTOM® BLINDS

"A Shade Above the Rest"

18004BLINDS®

A SHADE ABOVE THE REST

THE **BACKGROUND**

LA Custom Blinds / 18004Blinds had a custom CRM that had no way of integrating with an email platform, leading zero visibility into the impact that email was driving. Until I could work with the client's dev team to build a full Zapier app that could integrate both platforms, I needed to come up with a temporary solution to report performance.

THE **SOLUTION**

Establishing site tracking for online appointment self-scheduler, and driving consumers to that specific landing page in many call to actions—then setting up the scheduler confirmation page URL as an event, and reporting client data off of that event.

THE **RESULTS**

Since August, we've been able to **directly attribute over 100 consultation appointments** to links clicked within our emails. We also recently worked with their dev to set up a Zapier app, and are working to establish full-funnel conversion attribution reporting for the client to educate on what ad performance is driving the highest revenue, and contrary, the most dead leads.

With our 'out-of-the-box' tracking in place on their welcome series, we've been able to show estimated email revenue attribution at over

$110,000

Appointments scheduled from email clicks	Average Close Rate (lead-close)
103	**24%**

Average Revenue per Sale	Approximate Email Revenue (since August)
$4,500	**$111,240**

DISRUPTIVE case study

ranlife

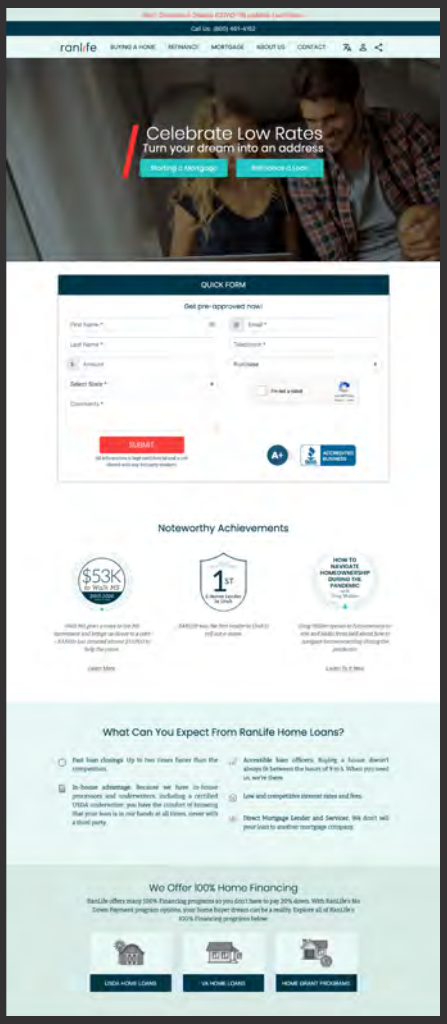
THE **MARKET**

The home loans market is more competitive than ever, with rates being consistently lower than they've been in the last 30 years. The pandemic has significantly impacted the housing market, causing significant increases in first-time home purchases, home loan refinancing, and mass relocations from major cities to the suburbs.

RANLife has the knowledge and expertise to help buyers make their best financial decisions, whatever their mortgage goals are; from first-time home buyers, to experienced buyers and investors, as well as current homeowners.

THE **CHALLENGE**

Historically, RANLife's marketing goals centered around driving "first-time home buyer" leads, but the pandemic led to a shortage of homes available, making it a seller's market, while mortgage rates simultaneously fell to some of the lowest in years.



THE **SOLUTION**

With the availability of homes so limited, RANLife engaged Disruptive to pivot their marketing efforts to focus on refinancing, specifically highlighting the extremely low rates offered through their company.

Our team frequently updated ad copy (based on the newest rates) and reflected this information on their website, while also expanding advertising efforts on Facebook and YouTube. By doing this, we were able to greatly broaden a funnel of revenue for RANLife, even during a worldwide pandemic.

HERO IMAGERY TEST

Of all the variations tested, Variant B was the most engaging, with a collage of action shots including families in their homes, outside views of neighborhoods, etc.

These images were aspirational and we believe they performed so well because they created excitement around every phase of the purchasing process, from dreaming of a home to actually moving in.

ADDITIONAL TESTS

Adding links to additional 100% financing pages caused a **+177.49% lift** in clicks to "other" financing options and **+7.49% lift** in portal app completions

Conversion Rate Optimization Wins

ON DESKTOP

+32.73% lift in hero CTA button clicks

+80.46% increase in calls

+34.55% lift in portal app completions

ON MOBILE

+16.62% lift in hero CTA button clicks

+19.25% increase in calls

+0.67% lift in portal app completions

RANLife's goal is to provide the best home lending options in the nation with unsurpassed service.

7,000

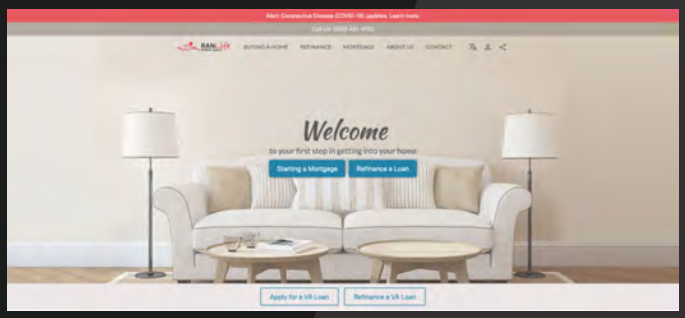
additional refinancing leads

Average CPA of

$24

Average conversion rate

19%



Variant A: the original design

Variant B: a video with people

DISRUPTIVE case study

THE **PROBLEM**

They have been expanding their reach to additional markets and needed a strong marketing team to help them grow their results.

THE **SOLUTION**

We implemented a full-funnel strategy across both the AdWords and Facebook platforms in an effort to reach their target audience (those looking to list and sell their home). We leveraged the competitive advantages that Homie has over other real estate options to highlight the benefits of selling your home with Homie.

THE **RESULTS**

Home listings through our PPC efforts increased by 1,283.33% with a 383% increase in spend.

PRODUCTS

PPC

+1,283%

increase in listings

CLIENT **TESTIMONIAL**

"You guys are my favorite agency! I love all the personalities and expertise that each team member has brought to the table. November was a huge growth month for us and I'm really excited about our strategy."

—Joe Grover, CMO

DISRUPTIVE case study

Colonial
PEST CONTROL INC.

THE **PROBLEM**

1. The mobile navigation bar had multiple calls to action competing for attention, with limited screen space. We wanted to identify which CTA(s) should be present in the navigation bar to maximize leads.

2. The original homepage featured several services that people might be looking for. We wanted to test which services should be featured and highlighted to maximize leads for the client's most profitable service (Preventative Maintenance).

THE **SOLUTION**

1. We tested several variations with different CTAs and different CTAs and different combinations of CTAs. We found that adding an "Online Quote" and Phone Call icon to the top menu increased mobile leads.

2. We tested several variations featuring different amounts of educational content about Preventative Maintenance. We found that adding a "Recommended Service" badge was the most effective way to drive leads.

THE **RESULTS**

Annual Impact:

1 336

leads / year

Annual Impact:

2 660

leads / year

DISRUPTIVE case study

THE **LANDSCAPE**

Extra Space Storage is the second largest storage units operator in the U.S., with over 1,500 properties in 35 states, as well as Washington D.C. and Puerto Rico.

The company provides a selection of secure self-storage solutions, including personal storage, boat storage, RV storage, and business storage.

While they were finding great success through expansion, the marketing team knew they could find greater success by understanding their customers' core needs and developing strategies to meet those needs.

THE **WHY**

With their primary goal of converting reservations into actual rentals, and in turn, revenue, they identified **two distinct challenges** through in-house data:

1. 45% of reservations didn't show up on their selected move-in day.

2. Prospects were overwhelmed and unfamiliar with the self-storage process.

THE **GOAL**

As they approached solving each of their challenges, they realized customers wanted to communicate via the channel they had used to initially contact Extra Space Storage, which meant leveraging email marketing.

They determined their goal for this campaign would be to drive a

6%

increase in attributed conversion rate.

CHALLENGE #1

The storage space business model is similar to the rental car industry, which means customers can make a reservation without commitment, and the actual conversion happens when they show up at the facility to rent the storage unit.

Their data showed that 45% of prospective customers that placed a reservation with Extra Space Storage, that expressed a need for storage, were no-shows on their selected move-in date, leaving empty units across the country.

Since storage is a needs-based purchase, they knew that in most cases, the need hadn't gone away, which meant a lot of opportunity to convert those no-shows into paying rentals.

CHALLENGE #2

Almost half of Extra Space Storage's rentals have never used storage before so they don't have experience selecting a unit, the different attributes, the lease process, or what questions to ask before they visit the facility.

So they set out to determine what someone shopping for storage needs and wants to know:

- What type of unit to I need?
- How long is a storage lease?
- What security measures are used to protect my stuff?
- What pest control measures do you take?
- What is climate control?
- What is a drive-up unit?
- What is a roll-up door?
- What's the difference between indoor and outdoor?
- What are office, access, and gate hours?
- Do you offer parking for RVs, boats, or cars?

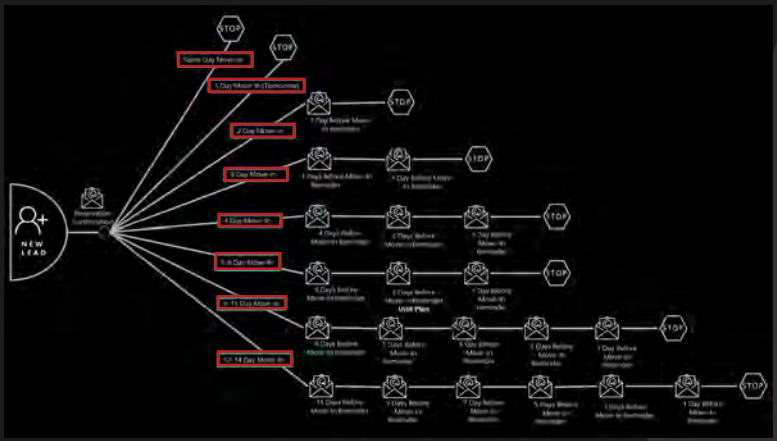
THE **SOLUTION**

So they had to think bigger. If shoppers don't know what they need, how do they even sell to them? So they dug into the main questions customers have when they rent. Based on those key questions, they created emails to answer the questions before the customer even visits the facility.

By answering questions before the customers realize there are questions to ask, they can prove that Extra Space Storage understands their needs, adds value, and is a brand they can trust.

THE **CAMPAIGN**

Building out a series of emails that they sent based on the customer's selected move-in date, they ensured the prospect's reservation stayed top of mind no matter how far out their move was while providing valuable content.



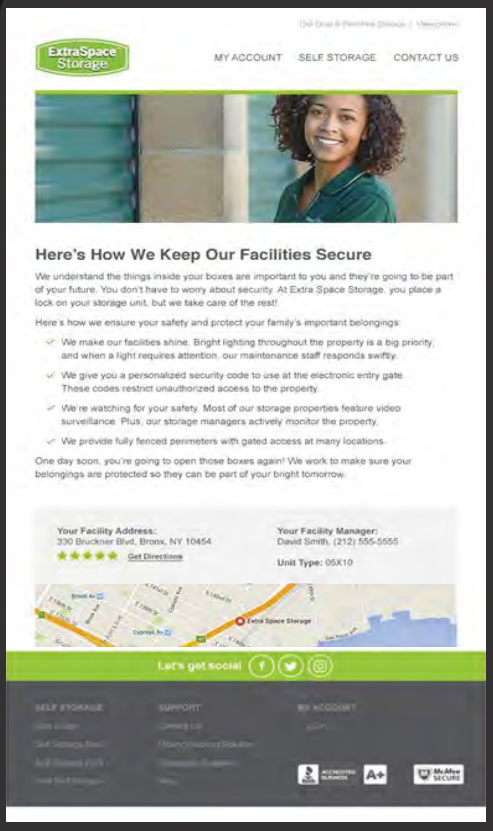
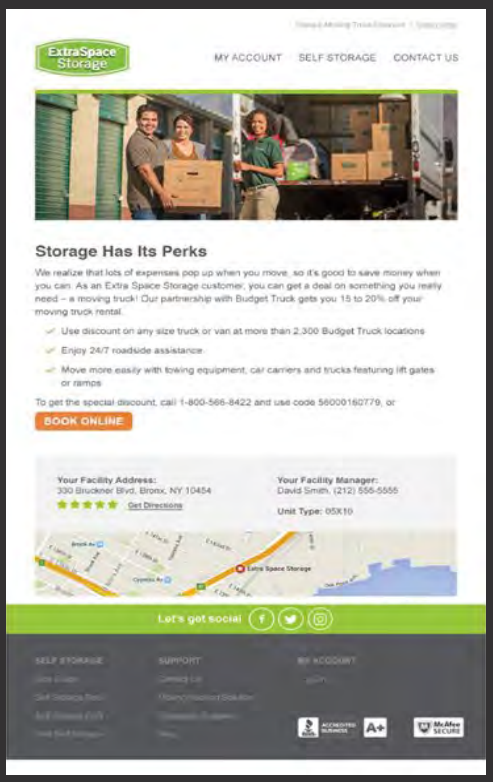
THE **RESULTS**

The email marketing campaign ran for 12 weeks. In the end, Extra Space Storage had an 11.64% increase in conversions attributed to email, further cementing the belief that consumers should not be talked to, but heard.

GOAL	ACTUAL
6%	11.64%

increase in attributed conversion rate.

READ **MORE**

Extra Space Storage Succeeds by Looking Inward, DMNews
https://www.dmnews.com/marketing-channels/email/article/13035249/extra-space-storage-succeeds-by-looking-inward

Email Marketing: Consumer First Approach Drives Results, MarketingSherpa
https://www.marketingsherpa.com/article/case-study/extra-space-storage-customer-emails