

CASE STUDY 03

# Paid Media Performance & Conversion Uplift

Optimising acquisition structures to drive highly efficient conversions

COST REDUCTION

**-19% Acquisition Cost**

CONVERSION GROWTH

**+12% Total Sales Boost**

## THE CHALLENGE

A well-established brand was investing heavily in digital advertising to capture both B2B and B2C audiences, but high customer acquisition costs (CPA) were eating into profits. The existing paid campaigns were poorly structured, relying on broad targeting that brought in irrelevant traffic rather than high-intent buyers.

## THE APPROACH

To stop the budget leakage, the entire paid media setup was restructured from top to bottom. Deep dive audience research was used to build precise customer personas, which in turn informed hyper-targeted keyword selection and completely fresh ad copy. Automated workflows were also introduced to nurture leads once they clicked through, ensuring the traffic we paid for didn't go to waste.

## THE RESULT

By refining the targeting and removing wasteful ad spend, the campaigns became incredibly lean and efficient. The business secured a 19% reduction in cost-per-acquisition (CPA) while simultaneously enjoying a 12% boost in total sales conversions, proving that smarter marketing beats simply spending more money.

*\* Please note: Client brand identification has been omitted for confidentiality. Full performance verification and primary data documentation are available upon request.*