lead generation

TOP 10

case studies
### OUR PARTNERSHIP

<table>
<thead>
<tr>
<th></th>
<th>Q3 2018</th>
<th>Q4 2018</th>
<th>Q1 2019</th>
<th>Q2 2019</th>
<th>Q3 2019</th>
<th>Q4 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>CTR</td>
<td>.56%</td>
<td>.77%</td>
<td>.61%</td>
<td>.68%</td>
<td>.78%</td>
<td>.75%</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>.57%</td>
<td>.88%</td>
<td>.69%</td>
<td>1.09%</td>
<td>1.19%</td>
<td>1.35%</td>
</tr>
<tr>
<td>CTR</td>
<td>.04%</td>
<td>14.67%</td>
<td>1.77%</td>
<td>2.99%</td>
<td>8.67%</td>
<td>5.24%</td>
</tr>
<tr>
<td>Engagement Rate</td>
<td>.83%</td>
<td>15.11%</td>
<td>2.30%</td>
<td>4.64%</td>
<td>8.75%</td>
<td>5.62%</td>
</tr>
</tbody>
</table>

#### LinkedIn CTR & ER

![LinkedIn CTR & ER Chart](chart1.png)

#### Twitter CTR & ER

![Twitter CTR & ER Chart](chart2.png)
## LinkedIn Review

<table>
<thead>
<tr>
<th>Creative</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog images with Adobe logo vs. using the blog image in a “template”</td>
<td>Job titles with audience list overlay</td>
</tr>
</tbody>
</table>

## Key Learnings

- Tested larger audiences with more range
- Pushed more video for more engagement among the audience and earned views
- Conversational Copy

## Twitter Review

<table>
<thead>
<tr>
<th>Creative</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tested a templated creative vs. Story Creative</td>
<td>Tested persona-based audiences</td>
</tr>
</tbody>
</table>

## Key Learnings

- New audiences for each piece of content
- Conversion campaigns result in higher CTRs but much less earned engagement
- Conversational copy along with more time-sensitive material resulted in the highest CTRs since starting

<table>
<thead>
<tr>
<th>Creative</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tested and pushed more ‘Breaking News’ content—anything that was more time sensitive</td>
<td>Job function and seniority with the job exclusion overlay were our top performing</td>
</tr>
</tbody>
</table>

## Test

- Results have been mixed
- Gifs for holiday have worked the best, cards for CMO, and images for CXM
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
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
**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%.

<table>
<thead>
<tr>
<th></th>
<th>BEFORE</th>
<th>DISRUPTIVE</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN RATE</td>
<td>8%</td>
<td>26.15%</td>
<td>18.85%</td>
</tr>
<tr>
<td>CLICK RATE</td>
<td>0.4%</td>
<td>8%</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>INDUSTRY STANDARDS</th>
<th>DISRUPTIVE KPIs</th>
<th>DIFFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPEN RATE</td>
<td>19.5%</td>
<td>26.15%</td>
<td>6.65%</td>
</tr>
<tr>
<td>CLICK RATE</td>
<td>2.8%</td>
<td>8%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
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.

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.
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.

<table>
<thead>
<tr>
<th>Leads attributed to media:</th>
<th>Leads closed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,675</td>
<td>~374</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average retention per lead:</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 months</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average close rate:</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average revenue:</th>
</tr>
</thead>
<tbody>
<tr>
<td>~$1.4 million</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average ROI:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x</td>
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</table>

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**
- Competing Firm: 3 Leads
- Disruptive: 12 Leads

**COST PER LEAD**
- Competing Firm: $182
- Disruptive: $102

**AVERAGE CPC**
- Competing Firm: $18.25
- Disruptive: $9.13

The client then doubled our budget.
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 numbers:

<table>
<thead>
<tr>
<th></th>
<th>Industry Average</th>
<th>Disruptive Version</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open Rate</strong></td>
<td>21%</td>
<td>34.6%</td>
<td>13.6%</td>
</tr>
<tr>
<td><strong>Click Rate</strong></td>
<td>2.4%</td>
<td>2.7%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

This automation converts at 4.09%.

**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.
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.

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.

**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.

<table>
<thead>
<tr>
<th>Appointments scheduled from email clicks</th>
<th>Average Close Rate (lead-close)</th>
</tr>
</thead>
<tbody>
<tr>
<td>103</td>
<td>24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Revenue per Sale</th>
<th>Approximate Email Revenue (since August)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,500</td>
<td>$111,240</td>
</tr>
</tbody>
</table>
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
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
**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**

2. **660 leads / year**
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 do 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