

HR Software Provider Achieves \$6.5M Pipeline with Agile Digital Strategy



The Who Company

An innovative HR software provider specializing in employee retention solutions through customized gifting programs. Serving mid-sized to large enterprises, the company focuses on creating meaningful connections to enhance workplace satisfaction and loyalty. Committed to elevating employee engagement, they wanted to **expand their market presence** and optimize their approach to digital marketing.



The What Challenge

The client faced a **competitive market** where their solutions were poorly positioned. Previous marketing strategies failed to highlight their value proposition and **struggled to engage decision-makers** through the right channels. Without a clear path to their ideal customers, growth was stagnating. They needed a strategy overhaul to gain traction and build meaningful connections.



The Why Strategy

Grey Matter launched a comprehensive review of the company's previous marketing efforts, **pinpointing key weaknesses and untapped opportunities**. Our team prioritized creating a streamlined, data-backed digital ad strategy focused on high-value conversions.

Rationale: By focusing on high-value customer actions and aligning messaging with audience pain points, the campaign strategy positioned the company as a trusted leader in the HR space.

Key Actions:

- Introduced a problem/solution methodology, creating high-performing pages tailored to audience needs.
- Adopted a flexible, data-driven approach to continuously refine tactics and maximize ROI.
- Redesigned ad campaigns with precision targeting to attract high-value prospects and drive conversions.

TL;DR

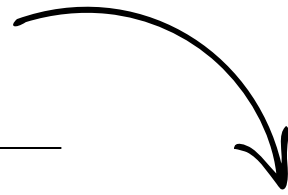
In two months, an HR software provider **generated a \$6.5M pipeline** and **\$1.6M in closed-won revenue** by partnering with Grey Matter to overhaul their digital strategy. Through a targeted ads strategy and an agile data-driven tactics, the company reshaped its market presence and achieved **significant growth**.



The How Tactics

Grey Matter implemented a **data-driven approach** to transform the provider's digital marketing. By refining audience targeting, refreshing ad copy, and aligning messaging with key pain points, the strategy delivered immediate results while **ensuring sustained growth**. Agile monitoring and a problem-solution framework ensured campaigns resonated with decision-makers and drove engagement.

- **Precise Audience Targeting:** Ads were tailored to target HR and operational leaders in key verticals, ensuring the message reached decision-makers who could drive results.
- **Dynamic Ad Campaigns:** Redesigned digital ad copy and visuals communicated clear value propositions and actionable solutions.
- **Problem-Solution Messaging Framework:** Enhanced landing pages to mirror pain points and provide tailored solutions, driving higher engagement.
- **Agile Data Monitoring:** Real-time data analysis allowed continuous tweaks to ad spend, audience segments, and messaging for peak efficiency.



25K

Monthly Ad Spend

\$6.5M

Sales Pipeline Value in 2 Months

\$1.6M

Closed-Won Revenue in 2 Months



The Result Outcomes

Within just two months, Grey Matter's strategy delivered transformative results. The client achieved a **pipeline value of \$6.5M and \$1.6M in closed-won revenue**, all with a \$25K monthly ad spend. This success represented the **highest ROI the company had ever experienced**, demonstrating the power of strategic, data-driven marketing.

Key Learnings:

- Aligning campaigns with decision-maker pain points drives higher-value outcomes.
- Real-time data analysis and agile refinements ensure sustained campaign effectiveness.