

# Online Reward Platform Achieves 2,700% ROAS with Precision PPC Strategies



## The Who Company

A leading employee recognition software company empowers businesses to boost engagement with personalized reward programs, from gift cards to custom experiences. With a focus on trade shows, they aimed to **amplify lead generation** through digital marketing.



## The What Challenge

The client wanted to drive conversions while maintaining a low cost per acquisition and generating high-quality leads to complement their trade show efforts. **Previous paid campaigns failed to deliver clear ROI**, and business constraints restricted ad copy.



## The Why Strategy

To address the client's challenges, Grey Matter implemented a comprehensive strategy to optimize PPC campaigns for measurable impact. Our team focused on **precise conversion tracking**, aligning digital campaigns with offline efforts, and tailoring ad messaging to resonate with high-intent audiences while adhering to business constraints.

**Rationale:** This strategy ensured that every ad dollar was tied directly to measurable outcomes, bridging the gap between offline events and online campaigns while refining lead quality.

### Key Actions:

- Implemented conversion tracking for both purchases and Calendly meeting bookings to better evaluate ROI.
- Focused on aligning seasonal PPC campaigns with specific trade show initiatives to drive relevance and lead generation.
- Conducted in-depth research to refine audience targeting and keyword strategies to maximize performance.

## TL;DR

A leading rewards platform partnered with Grey Matter to **transform PPC performance, achieving a 2,700% ROAS**. By optimizing ad copy, implementing conversion tracking, and leveraging seasonal campaigns, Grey Matter delivered **measurable growth** and **improved lead quality**.



# The How Tactics

Grey Matter executed a **data-driven approach**, constantly refining campaigns to maximize results.

### Seasonal Keyword Optimization:

- Focused on high-intent keywords tied to relevant seasonal and industry-specific messaging, such as National Wellness Month and Nurses Appreciation Week, to capture timely interest.

### Dynamic Ad Copy Testing:

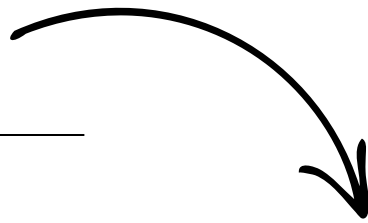
- Continuously tested and improved headlines, layouts, and calls-to-action to enhance relevance and engagement with target audiences.

### Retargeting Campaigns:

- Leveraged retargeting for past trade show visitors and landing page users, keeping Reward Builder top of mind and nurturing prospects further down the funnel.

### Agile Adjustments:

- Rapidly iterated on designs, landing pages, and campaign elements based on real-time data, enabling quick responses to performance insights.



# 31.5K

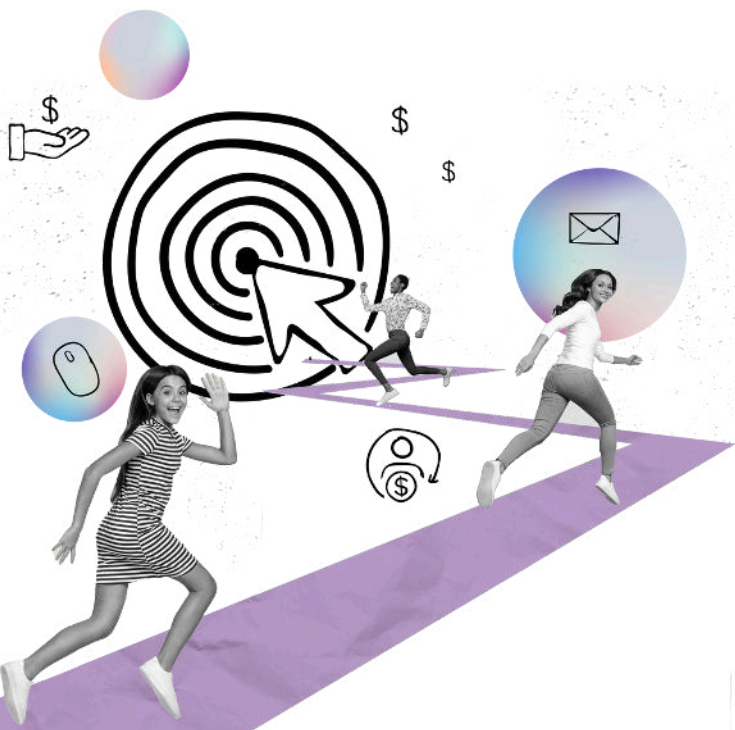
Ad Spend per Year

# 2700%

Actual Return On Ad Spend

# 849K

Conversion Value



## The Result Outcomes

Grey Matter's agile, data-driven PPC strategy significantly improved lead quality and conversion rates. By implementing robust tracking and seasonal messaging, the client achieved measurable ROI and scalable growth.

### Key Learnings:

- Agility and swift execution are critical for success.
- Data-informed strategies ensure ROI and long-term impact.