

PayU experienced a 7x increase in MQLs in less than two quarters via TripleDart's Acquisition Marketing efforts



PayU, a leading payment gateway provider, enables more than 5 lakh companies to collect online & offline payments across 150+ payment modes. Their payment gateway offers the highest success rates and ensures a seamless and secure checkout experience. PayU team reached out to TripleDart to help with their Acquisition marketing objectives including Paid and Branding efforts.

In less than six months of partnering with TripleDart, PayU penned down a 7x increase in MQLs. Here, MQLs were tracked as verified signups which projected better conversion. As always, the TripleDart team kicked off with an Audit and identified that maintaining account hygiene was high-priority. Besides this, as an effort to reduce the cost incurred, we also added significant long-tail Keywords to the campaigns which reduced the CPC to one-third of the initial spend.

Problem:

Prior to the engagement with TripleDart, one of the consistent challenges encountered by the PayU is the inability to scale the conversions through paid marketing campaigns while also reducing the cost per conversion.

Challenges:

The primary challenge was to leverage qualified MQLs while also cutting down on the ad spend. We had to carve out varied strategies that can be implemented with a conservative approach and experiment accordingly to find the sweet spot for PayU.

Strategy :

Given the challenges, we were still able to achieve our goal and in fact go above and beyond on the MQLs while reducing the CPC to one-third.

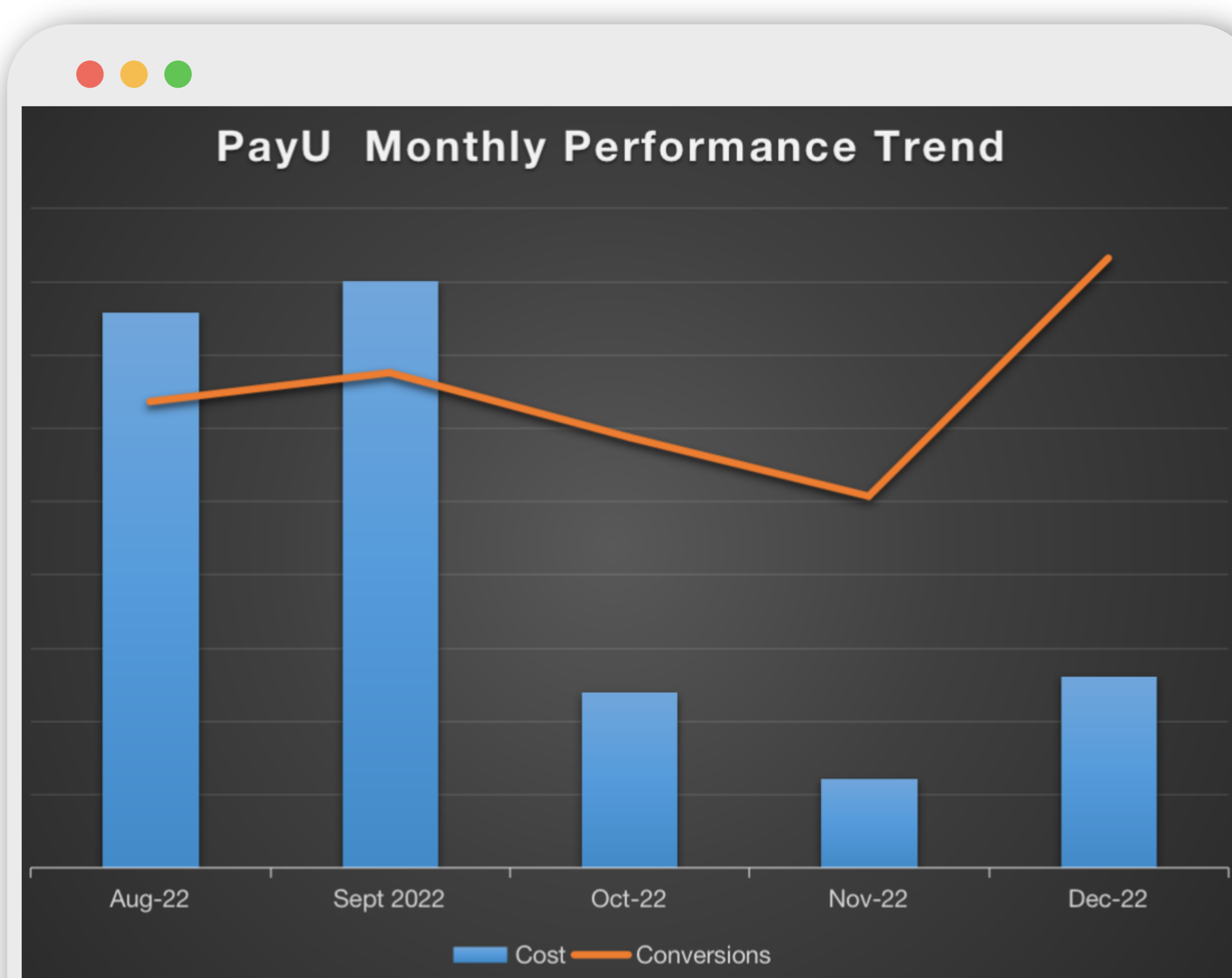
- Revisiting the hygiene on an account level
- Restructuring the Campaigns to reduce Keyword Cannibalization
- Incorporated long-tail keywords to reduce CPL
- Improved PayU's brand presence, which enables search trends and conversions
- Implemented Conversion setup to improve predictability on Campaign Performance
- Resumed Performance Max campaign and leveraged it as the most successful arena

Working with TripleDart has greatly impacted our overall KPI & growth. They further assisted us in increasing PayU brand presence via Social channels. Their team is insightful, analytical, and passionate about B2B SaaS targeting. I recommend TDD as a trusted partner & highly rate it as 10/10.

[Bharat Khanna](#)

Director of Marketing

PayU



RESULTS

▲
7x
increase in MQLs

▼
3x
Decrease in CPC

▲
1.3x
increase in conversion at half the spend