Oloid increased their Lead Count by 82% while reducing the CPL by 26%

OLOID, an accelerating B2B SaaS platform, is known for features like advanced physical identity and access to all workplaces via a mobile-first approach. Over H2 of 2022 Oloid planned to scale their Paid Marketing efforts and looped in TripleDart as their Performance Marketing partner. The goal of Oloid was to build social presence via paid ads while opting for a lean approach in terms of ad spend. The primary objective of this partnership was to launch curated Paid campaigns while also building Oloid's social presence from scratch.

To start with, TripleDart bifurcated the respective Paid Search and Paid Social campaign strategies for Oloid and custom-built them from ground up including creation of ad copies and Landing Page designs. With consistent efforts, the team was able to scale the account to generate upto 75 leads per month. What more, the lead count grew by 82% from just Paid Search. This was achieved while also keeping the spend in check, with a 26% decrease in CPL.

Problem:

To identify the best performing channels and carve out the optimal approach for each of these channels within a short period. In order to achieve this, we had to deploy a tailor made Paid strategy for Oloid and evaluate the results on a week-on-week basis while still keeping a tab on the ad spend.

Challenges:

There is no pre-defined roadmap to Growth in SaaS, it differs profoundly from one brand to another. While scaling a brand from scratch and setting them up for success, every strategy should focus on actionable metrics over vanity metrics. This is the most common challenge that every pilot marketing team encounters and TripleDart functioning as the in-house Marketing partner for every client, hits this crossroad pretty often as well.

Strategy :

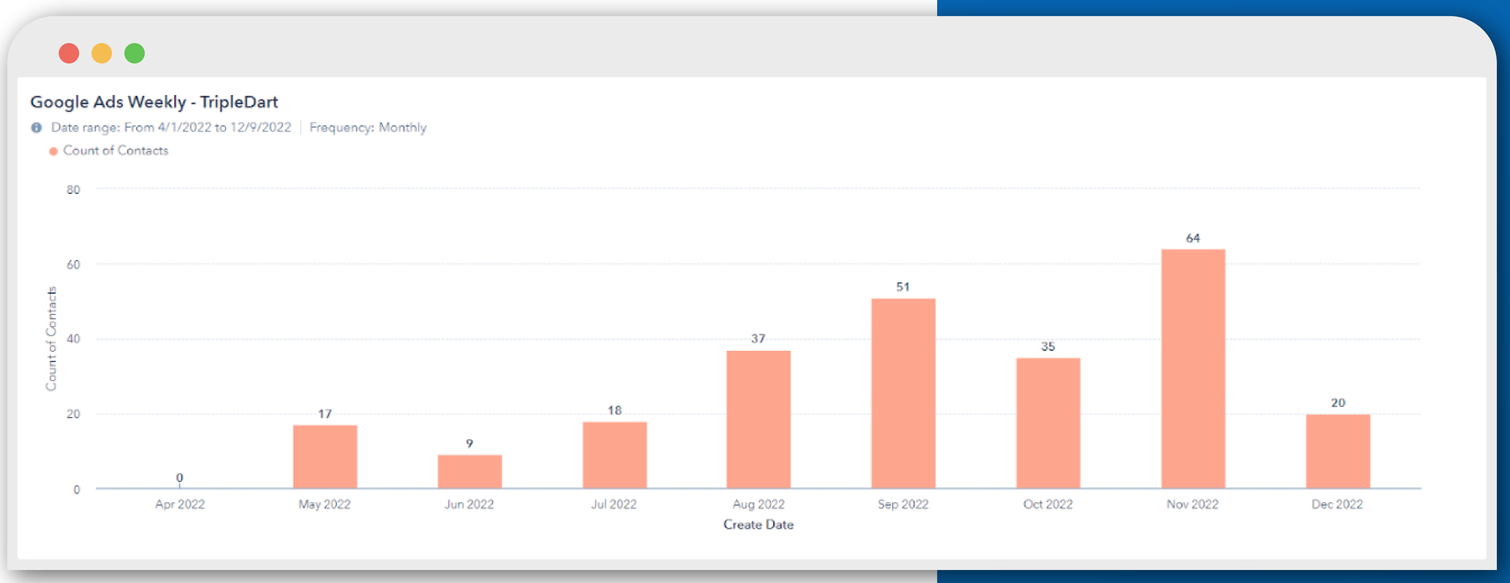
Given the challenges involved, TripleDart focussed on leveraging either positive results or long-term learnings from every strategy deployed for Oloid. This involves

- Building theme-specific campaigns across Paid channels
- Creating dedicated Landing Pages to align with each theme
- Experimenting with bidding strategies to identify the sweet spot for reducing CPL
- Analyzing the results leveraged from different campaign structures to deduce the winning formula
- Identifying the underperforming campaigns and optimizing them further to leverage the desired results besides documenting the learnings

TDD has been a great partner

TDD has been a great partner for the demand generation/ performance marketing efforts for new product. The leadership has been very responsive to our feedback and the TDD team works like an extension of our internal demand gen team. We appreciate the regular cadence of measurement, reporting and strategizing. The close collaboration is allowing us to scale up our numbers month on month.

Mohit Garg
CEO & Co-founder
Oloid



RESULTS

Scaled the account activities to generate

75 **leads on a month-on-month basis**

82%

Increase in lead count from Paid Search with just

32%

increase in spend

26%

decrease in CPL

TripleDart