Everstage secured a 40% increase in Pipeline generated with a 20% decrease in CPL



Everstage is one of the leading Sales
Compensation Management platforms that
provides automated commission processes, and
enables sales teams to gauge performance
insights with on-demand access. Everstage
reached out to TripleDart to conceptualise and
manage their Paid Search efforts.

We combined forces in Q2 of 2022 with a goal to increase their pipeline and truth be told, it's been a fantastic journey ever since. Within just two quarters, Everstage witnessed a 40% increase in their pipeline with a 20% decrease in CPL. Right after onboarding, TripleDart kicked off with Competitor Campaigns to leverage qualified leads. Parallely, we also experimented with varied campaign structures and bidding strategies. The learning here was, broad and smart bidding resulted in 3x lower CPL thereby reducing the bleed on ad spend.

Problem:

Before engaging with TripleDart Everstage encountered

- Excessive ad spend on Campaigns that were not leveraging quality leads.
- Executed a very minimal set of campaigns with no audience intel which also caused a dry pipeline despite a voluminous spend.
- There was no predictability on leads as the team was running only brand and product campaigns.
- Hygiene check on negatives was not executed.

Thus, the conclusion was that the campaigns launched earlier had not leveraged Paid Search capabilities to the fullest hence, there was a struggle to scale.

Challenge:

Based on the analysis of the active campaigns, the TripleDart team identified potential challenges such as

- Uncertainty in predicting Campaign level since the volumes were low
- Implementing Micro Segmentation of campaigns with bare minimum scope for the platform

Strategy:

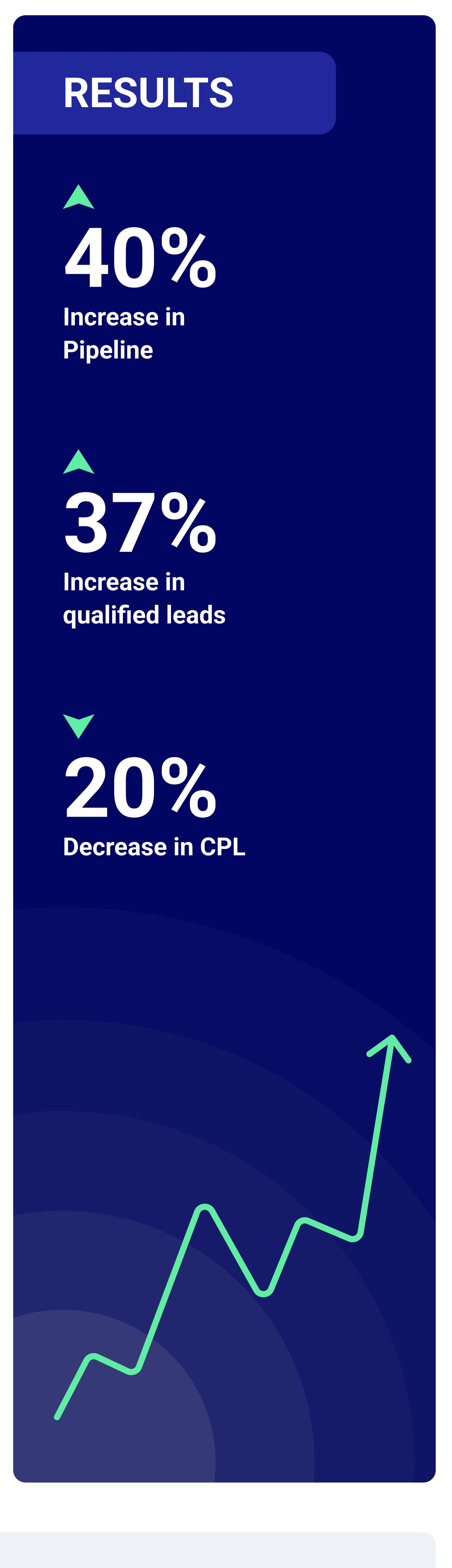
The TripleDart team realised that Everstage's growth was dependent on the pipeline built from Paid channels. Hence, we worked on

- Providing upfront projections on the max potential of the Campaigns while also optimising the cost incurred.
- Launched Competitor campaigns to increase the Pipeline.
- Implemented Broad + Smart bidding strategies to reduce CPL
- Launched certain restructured campaigns across different geographies including EU, ANZ and IND to provide better volume at minimal spend.
- Later, we observed that, Performance Max campaigns also generated leads at lesser cost thus, fueled these campaigns further to drive better results.











'TDD helps Everstage streamline ads!

We currently leverage Triple Dart Digital's google ad services. The team's knowledge about the platform is impressive. They're able to understand the bottom-funnel problems that we have (lead flow, revenue generation, etc.) all the way to the top (impression share, clicks, etc.). Their reporting is good, and their weekly cadence is really helpful to understand campaign performances.

Likhith and the rest of the team are quick to respond to any questions we might have. One thing that can improve is the proactiveness with updating trends, which has been getting a lot better after providing consistent feedback on what to look at regularly.'

ANIRHUDH SRIDHARAN

Lead - Pipeline Marketing

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