

# DRIVING QUALIFIED PIPELINE FOR AN ENERGY INDUSTRY LEADER

A targeted Google Ads strategy generated high-quality leads and built more than **\$378K** in active pipeline within the first 90 days.



## CHALLENGE

In a complex B2B energy market, our campaign needed to reach serious buyers, create opportunities the sales team considered qualified, and prove that paid search could contribute to a measurable pipeline.

The client serves commercial, industrial, and utility-scale buyers with lengthy sales cycles and highly specific needs. Our team knew that broad traffic or inexpensive form submissions would not be enough. Success depended on reaching decision-makers actively searching for relevant energy solutions and moving those prospects toward real sales conversations.



## OUR APPROACH

Rather than optimizing the campaign around lead volume alone, we built a targeted Google Ads strategy focused on buyer intent, lead quality, and pipeline potential.

The campaign began with competitive research, search-demand analysis, and niche keyword targeting tied to the client's core services. We regularly reviewed search terms, keyword performance, ad messaging, negative keywords, and budget allocation to reduce wasted spend and prioritize searches most likely to generate qualified opportunities.

Lead tracking and source attribution connected paid-search activity to the sales process. This allowed us to evaluate performance beyond clicks and form submissions, using sales qualification, quote-stage progression, and active pipeline value as the stronger indicators of business impact.



## RESULT

**The goal wasn't to generate more clicks.  
It was to generate more business.**

Over the first 90 days, the Google Ads campaign produced 27 new leads, 11 of which were qualified by the sales team. Four of those leads advanced into the quote and proposal stage, building an active pipeline worth more than \$378,000 from an ad investment of \$19,125!

More importantly, the campaign proved that paid search could consistently reach the right audience. Rather than filling the CRM with low-quality inquiries, it delivered qualified opportunities that sales could actively pursue. Within three months, Google Ads had evolved from a marketing initiative into a measurable driver of business development and future revenue.



# \$378,108

ACTIVE PAID-SEARCH PIPELINE



# 19.8X

ACTIVE PIPELINE ROAS



# 27

PAID-SEARCH LEADS GENERATED



# 11

SALES-QUALIFIED LEADS



# 40.7%

QUALIFIED-LEAD RATE



# 5.1%

BREAK-EVEN PIPELINE CLOSE RATE

*\*These results reflect a campaign that took place over 90 Days with a total Google Ads Investment of \$19,123.*