CASE STUDY

BACKSTAGE ENERGY MARKETING

DRIVING PRODUCT ADOPTION THROUGH TARGETED PAID MEDIA

An integrated paid media strategy helped an energy software provider achieve a 100% lead-to-account conversion rate and 30% product activation rate among verified Google Ads leads in the first 60 days.

CHALLENGE

For a software provider serving the energy industry, our campaign was designed to guide prospective users towards creating an account and exploring the platform.

The challenge was to reach a highly specialized audience of technical buyers and engineers who were already familiar with established software solutions. We needed to look beyond clicks, form submissions, and platform-reported conversions to understand how marketing-generated leads progressed into actual product engagement.

OUR APPROACH

We developed a multichannel paid media strategy designed to capture existing demand while building awareness among prospective users.

Google Search campaigns targeted professionals actively searching for specialized software solutions, connecting the client with potential users already demonstrating interest in the capabilities its platform offers.

LinkedIn campaigns supported broader visibility through targeted awareness, lead generation, remarketing, and webinar promotion.

Just as importantly, we connected advertising performance with the client's CRM and product usage data to evaluate what happened after a lead was generated.

Rather than treating every conversion as an equal success, we examined which leads created accounts and took the additional step of actively engaging with the software.

100%

LEAD-TO-ACCOUNT CONVERSION RATE AMONG CONFIRMED GOOGLE ADS LEADS

30%

ENGAGEMENT RATE BEYOND ACCOUNT CREATION AMONG CONFIRMED GOOGLE ADS LEADS

113K+

COMBINED GOOGLE AND LINKEDIN AD IMPRESSIONS

2,061

COMBINED CLICKS ACROSS PAID MEDIA CAMPAIGNS

RESULT

During the first 60 days of the paid media campaign, Google and LinkedIn advertising generated more than 133,000 impressions and 2,000 clicks.

More importantly, the client's verified data revealed a strong progression from lead generation to product adoption among Google Ads leads.

Each of the confirmed leads generated in the first 60 days from Google Ads created an account, representing a **100% lead-to-account conversion rate.**

The campaign also achieved a **30% product activation rate,** demonstrating meaningful platform engagement beyond initial account creation.

By connecting paid media performance with verified CRM and product data, we identified which campaigns were reaching users who took meaningful steps toward adopting the software.