



TOFU Work Scales BOFU Results

Programmatic Scaling Helps Grow Omnipresent's
Omni-Channel Presence

Directive,





Company Bio

Omnipresent is a global partner for remote HR and full employee lifecycle management. Omnipresent uses a simple and complete global employment services model to guide your international employment efforts making it easy to hire, pay, and support global teams for any business.



Challenges

Prior to partnering with Directive, Omnipresent was working with a previous agency that had been running paid media but had failed to successfully scale their paid efforts . They wanted to open up their audiences via new channels in an effort to scale lead volume as international experts for remote HR and onboarding.

Directive was able to provide what was previously lacking in Omnipresent's search, social, performance creative, and revenue operations, in a strategic and aligned delivery.

The Objective:

Directive's objective was two-fold when it came to reviving Omnipresent's paid media presence. First was to prove out which ad channels could drive significant enough impressions and engagement to be leveraged in proving that programmatic was a viable channel. This included improving performance as well as cleaning up attribution across all channels.

Secondly, Directive focused on implementing differentiating performance creative in order to support their programmatic efforts and maintain variety in a very upper-funnel, media heavy strategy.





Strategy

The primary strategy was to test an omni-channel approach to see what ad channels, if any, would be able to touch conversions (lead gen form, book a call). Directive also wanted to leverage recently produced product video ads in Online Video, CTV and OTT channels in order to boost engagement across all channels.

Hoping to grow the already significant brand awareness of Omnichannel, Directive had to look beyond the borders of simply targeting an in-market audience in the lower-funnel.

In order to scale BOFU conversions Directive would have to scale TOFU engagements first.

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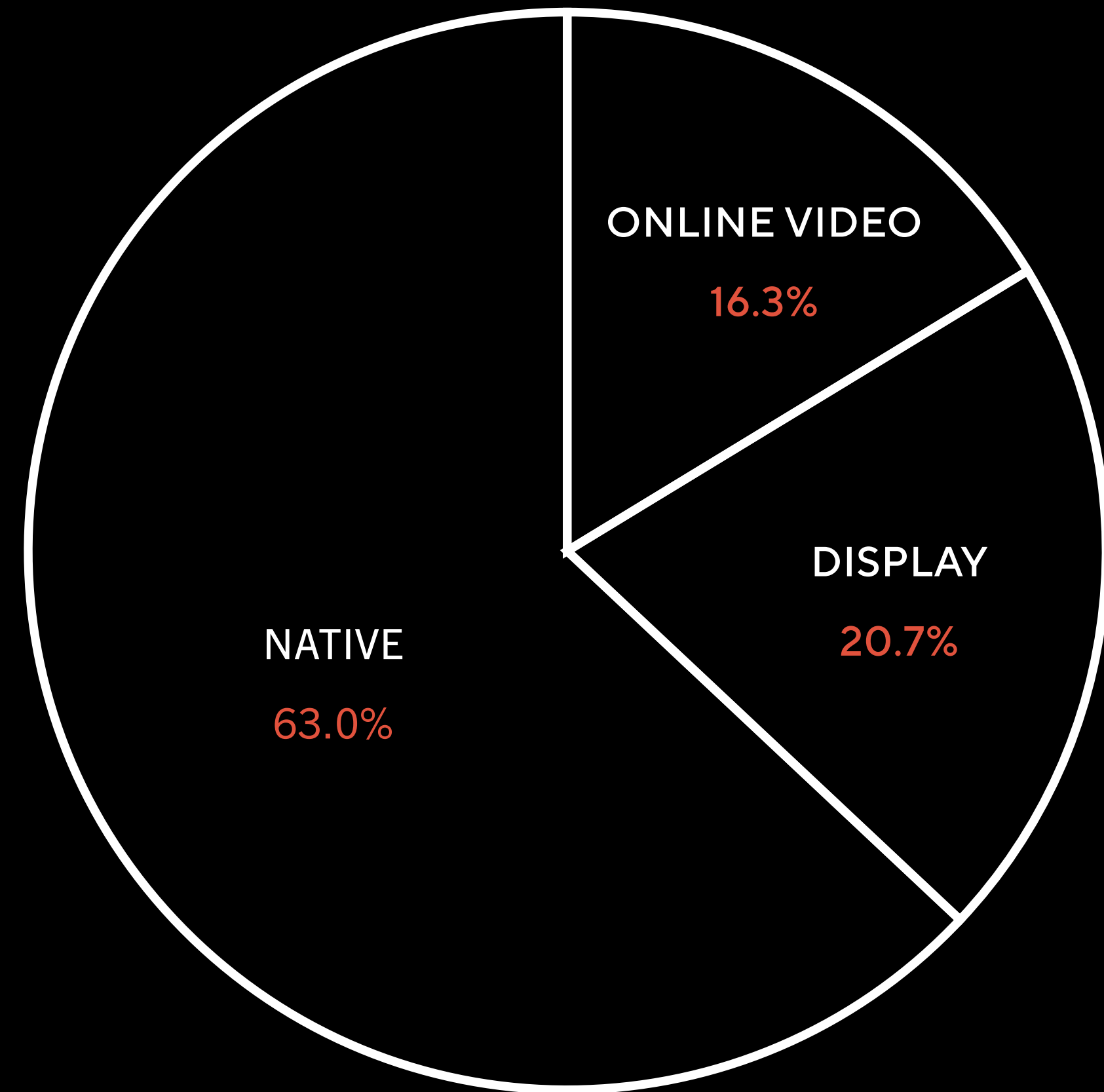


Testing The Programmatic Ad Waters

Leveraging a targeted upper-funnel, omni-channel, and multi-phase digital marketing campaign across The Open Internet increased brand equity among Omnipresent's audience regardless if they're in-market.

By implementing a wide range of prospecting and retargeting tactics during this initial campaign, we were able to determine the most effective programmatic ad channels and targeting strategies to drive lower-funnel efficiencies.

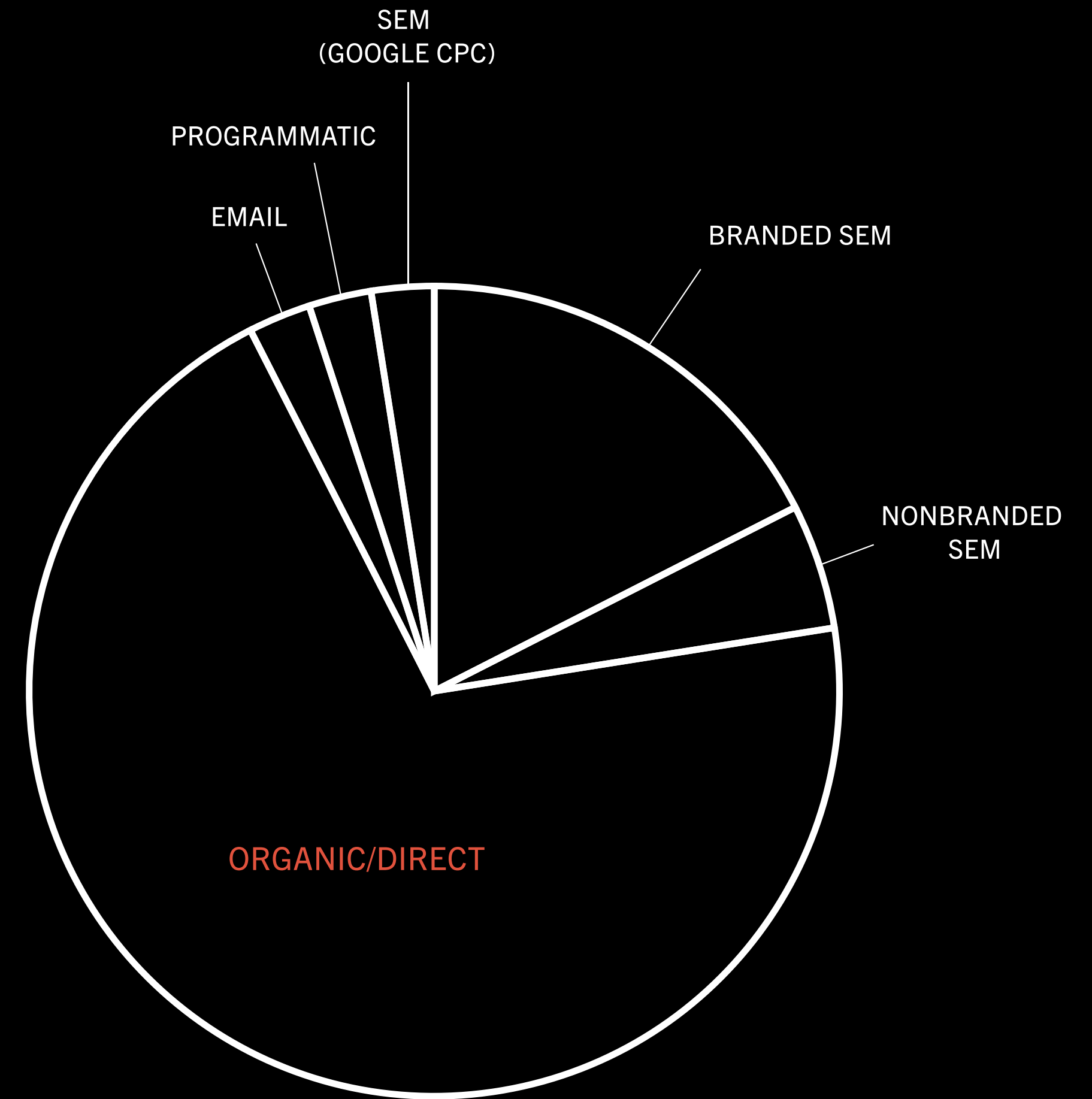
Conversion Performance by Ad Channel





Cleaning Up Conversion Tracking

One of the biggest pain points Directive was able to solve for Omnipresent was cleaning up their attribution in order to prove out programmatic performance. They were also able to implement Offline Conversion Tracking (OCT) to get a clearer picture of which marketing touches, top of funnel or bottom, were driving the best returns. This allowed Directive to optimize biddings strategies across Google on top of their programmatic efforts towards Maximize Conversions with confidence.



70%

Conversions Driven from Non-Paid Channels



Expanding Into Truly Omni-Present Omni-Channel

Clarifying programmatic's attribution allowed Directive to confidently report on which leads were coming from programmatic as opposed to being swept under organic. After cleaning up conversion tracking and proving out programmatic's efficacy, Directive was able to further expand Omnipresent's campaign beyond Google with the additions of LinkedIn and YouTube.

This expansion included Online TV, CTV, OTT, Native, and Display channels all of which were able to holistically grow Omnichannel's brand awareness throughout the entire funnel with consistency.

NATIVE

A native advertisement featuring a video thumbnail of a person working on a laptop in a home office. To the right of the video, the text reads: "7 Tips Why Asynchronous Work Is Key for Your Business", "Adopt asynchronous working styles to make your distributed workforce more productive and engaged!", "Learn More >", and "Sponsored by Omnipresent".

VIDEO

A video advertisement with a dark background and a grid of white dots. The text "Employ Anywhere. Be Omnipresent." is centered on the screen.

DISPLAY

A display advertisement for Omnipresent. It features the Omnipresent logo at the top left, a group photo of diverse people, and the headline "Build Your International Team". Below the headline, the text reads: "Grow your remote or international teams by employing anyone, anywhere at any time." and a "Learn more" button.



Results

Directive was able to come into Omnipresent's account and systematically overhaul performance in a way that allowed Omnipresent to truly expand their brand in the upper funnel as well as their investment in Digital.

Directive's programmatic wins allowed Omnipresent to expand their Google Ads account, launch campaigns across LinkedIn, set up offline conversion tracking (OCT), and even launch video ads across YouTube.

On top of that, they were able to massively increase their traffic and meetings booked YoY even during a testing phase. With more optimizations on the way it's a matter of the imagination how much Omnipresent can truly grow.

1184%

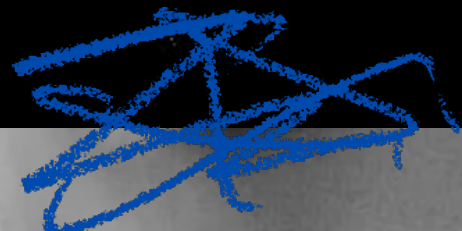
YoY Increase in
Organic New User
Website Traffic

361%

YoY Increase in
Direct New User
Visits

39

Verified Meetings
Booked from
Programmatic





“The biggest pain point that Directive has solved for us as a team would be around our performance and attribution. We were able to hit our goals and had the best month of March in company history from a Closed Deal perspective.”

- Jacobus Boersma, Global Head of Demand Generation @Omnipresent



Why It Mattered

Directive's optimization and expansion of Omnipresent's campaign makes a few strong statements against what some would consider "the norm" of paid media campaigns. It's not always pay-to-play and instant quick wins. Omnipresent's massive growth and ROI proves that the best and longest lasting wins don't come from cutting to the front of the line (or bottom of the funnel), but doing the due diligence through the whole process.





Thank you!

Directive's performance marketing goes beyond what's expected—so that you can too.

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