



# Targeting Visibility Towards Where Your Viewers Really Are

Use-Case Driven Targeting Drives Massive  
Paid Advertising ROI For Pelican

## Services

- ▶ PPC Management
- ▶ Strategy

## Client overview

Pelican Products, Inc. is the global leader in the design and manufacture of high performance protective cases, temperature controlled packaging solutions, advanced portable lighting systems and rugged gear for professionals and outdoor enthusiasts. Pelican products are used by professionals in fire safety, law enforcement, defense / military, aerospace, entertainment, and industrial industries.

170%

Increase in  
Conversion Rates

34%

Decrease in  
Cost Per Lead

210%

Increase in  
Lead Gen for Gov.  
Segment



## The challenge

Before partnering with Directive, Pelican was struggling to maintain top of mind presence in their target market. This issue was exacerbated by Pelican's positioning across both the B2C eCommerce and B2B Comm/Gov spaces. Directive's overall priority was to generate exposure to Pelican's target market and increase both quantity, and quality of leads.

## The objective

Directive shifted budget towards specific audiences, platforms, and even devices-by-location to boost impressions and reach while aligning with Pelican's discoverability goals. They segmented ad campaigns and budgets across different use cases and buying habits in order to align messaging and offers with the actual interests of Pelican's end customers.

After realizing the bulk of Pelican's high value orders come from the military and medical sectors, both known for their reliance on Microsoft products for security, Directive pivoted the majority of Pelican's paid budget to Microsoft Ads. This boosted Pelican's visibility directly in front of their target buyers as opposed to burning budget on low-conversion intent traffic across other platforms. As opposed to relying on text-heavy product pages within Pelican's site, Directive created dedicated landing pages for these campaigns to deliver well timed, use-case driven copy and dedicated messaging aligned with intent to boost conversion rates.



## The strategy

With a very well known brand like Pelican, the issue was not communicating the value or authority of the brand, but knowing what values to communicate to which customers and when, that was the guiding light behind Directive's budget shifts and creative pivots.

# 01

## Adjusting Platform + Device Targeting Towards TAM Preferences

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The bulk of the high value orders for Pelican's protective solutions came from the medical and military fields, reliant on Microsoft Edge.

Directive began by first pivoting to target this device and platform preferences of their target audience. Given the COVID-19 Pandemic, the need for medical protection solutions was unprecedented. Pelican relied on Directive's pivot to maximize their visibility and engagement with their ideal end buyers in the B2B space across the Comm/Gov space in order to meet that demand.

Knowing where to best engage with their end buyers and what values to stress helped Pelican keep the world running through a quarantine that was defined by a lack of resources and performance.

# 02

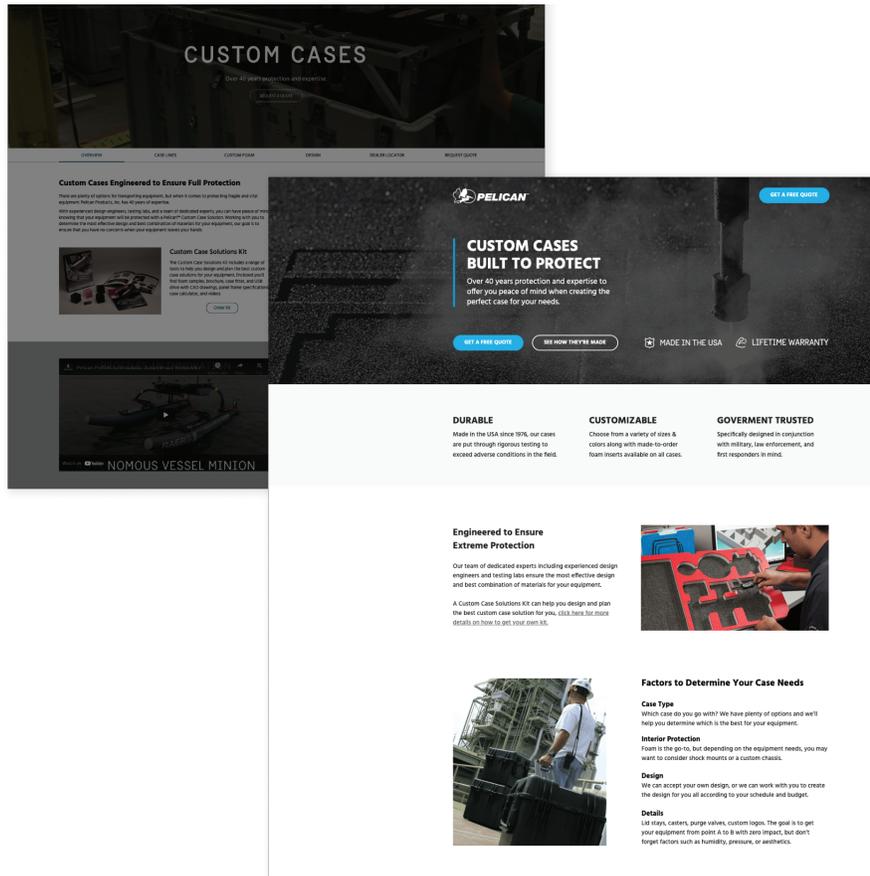
## Dedicated External Landing Pages +CRO

Prior to their partnership with Directive, Pelican considered themselves against external landing pages that were outside the core functionality of their site. However, Directive convinced them of the value of a dedicated landing page that aligned with the messaging and branding of their targeted ad campaigns. They also stressed the value of a controlled testing environment for CRO tests like limited copy and product-focused creative heavy designs.

Directive’s dedicated landing pages and CRO resulted in a 170% increase in conversion rates for Pelican and - more than that - has opened their eyes to the value of external creative input and collaboration.

0.74%  
Pelican Internal Page Conversion Rate

2.0%  
Directive External Landing Page Conversion Rate



# Results Results Results Results



ngDirective  
Performance

## The results speak for themselves

Directive's dedicated landing page strategy and sophisticated audience segmentation increased Pelican's Conversion Rates by 170% while also decreasing their Cost Per Lead by 34% for Microsoft Ads. This was coupled with a 117% increase in Conversion Rates for Google. Their comm/gov segmentation, however, was the most effective needle-moving pivot, as Directive was able to dramatically increase Pelican's lead generation for government leads by 210% - which resulted in government leads driving nearly 40% of Pelican's pipeline in the first Quarter of 2021.

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## Why It Mattered

Directive's strategic approach to search shows that even if a brand is dominating in awareness, it's still important to consider the different use cases of your existing clients versus new prospects. Whether they are net new engagements or healthy brand reminders, each marketing interaction needs to cater to what your customer needs from you, not what you can give your customer. How you get this data, on the other hand, can vary quite a lot. What Pelican gained, beyond improved performance, was the insight that aligning marketing and sales data can better inform each marketing decision by understanding your customer (and clients) better.



Directive is a small company with big company business thinking. Quarterly check-ins from the VP make the entire experience working with them very personable. The performance and results they were able to bring to the table shows the high value of PPC to our executive team.

### Natalya Wei

Digital Marketing Manager, Pelican



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# Directive,

Other agencies might help you get discovered in search.

**We make you completely unmissable.**

Get in touch

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