

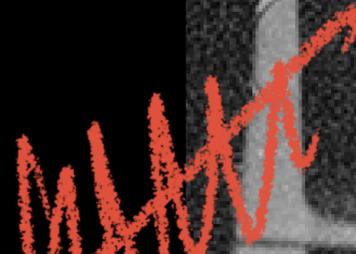


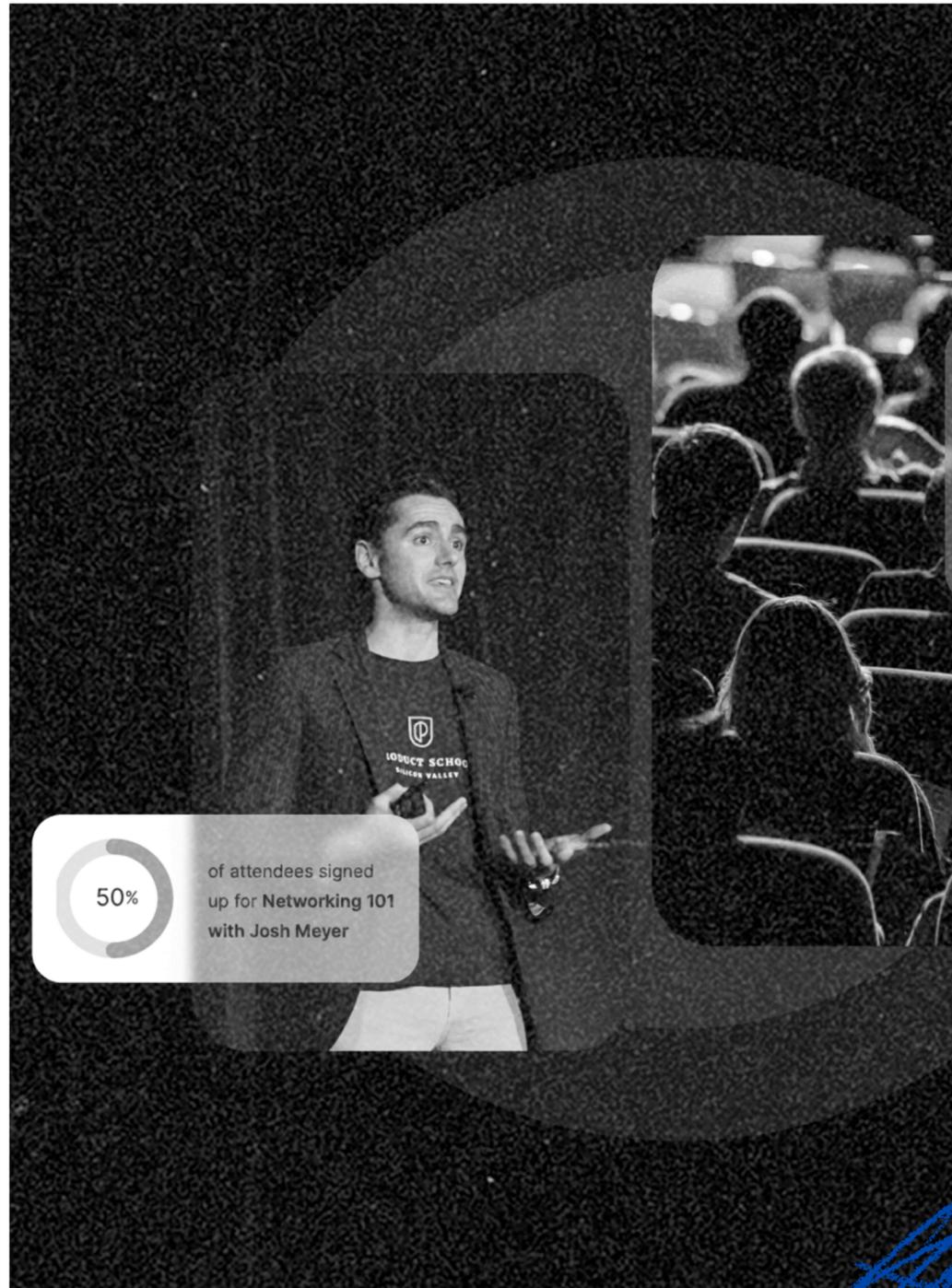
swoogo

Starting Strong, Finishing Stronger

Solid Foundations Generation 105% Increase in
ROI with More on the Horizon

Directive,





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Company Bio

Swoogo is a premier Event Management platform that allows its users to both grow their attendance base and manage it better. Swoogo offers features to help with robust registration, attendee tracking, and even automated marketing tools to help improve follow-ups. Swoogo's integrations and event marketing platform allows any marketer or corporate events' manager to make the most of every event, regardless if it's digital or in person.

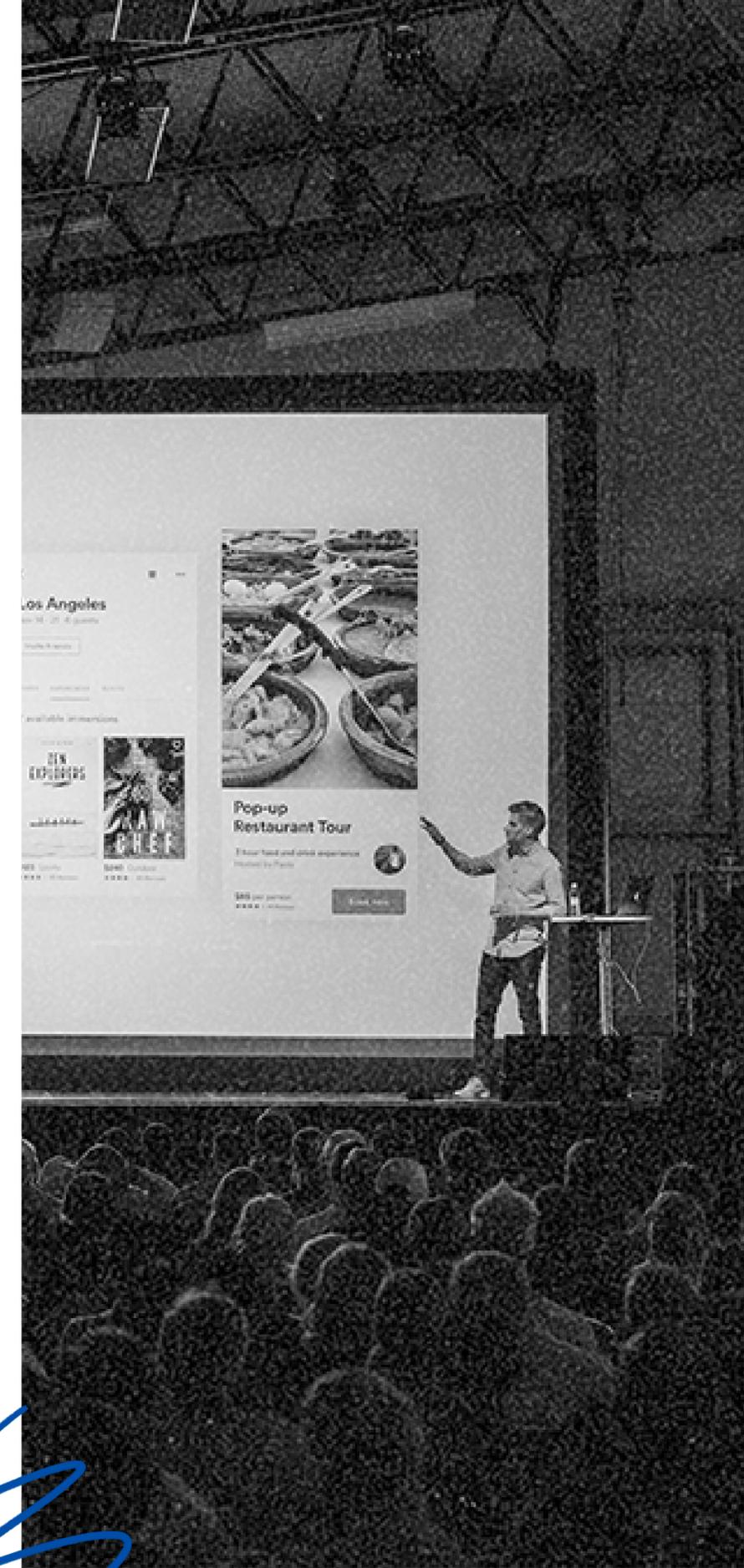


Challenges

Swoogo is a relatively young company in a highly saturated market — event management software and services. Entering into such a saturated market meant that Swoogo had to make a big play to take up valuable market share. Their goals reflected this as well — setting the high benchmark to generate \$13 million in pipeline revenue during 2022 (a 106% increase YoY). Directive was tasked with taking up a significant bulk of this revenue goal with channels that proved both fast growing — and sustainable with a strong Customer Lifetime Value to Customer Acquisition Cost ratio (LTV:CAC).

The Objective:

Directive's goal was to set solid foundations across all channels of Swoogo's paid media strategy. This provides the cleanest picture of where value is truly being generated and lost. And, where best to optimize the LTV:CAC of any given channel. By prioritizing high-intent traffic first, with an emphasis on efficiency, Directive was able to generate massive Pipeline ROI for Swoogo while continuing to build their paid media foundations.





Strategy

To ensure all the bases were covered, Directive went with a multi-channel approach of what could be considered one of our “biggest hitters”. This included Google Ads, LinkedIn targeting, and category specific bidding in Capterra. But that was only the beginning of this account wide expansion and optimization.



Solution



Google Ads and Google Bidding Optimizations

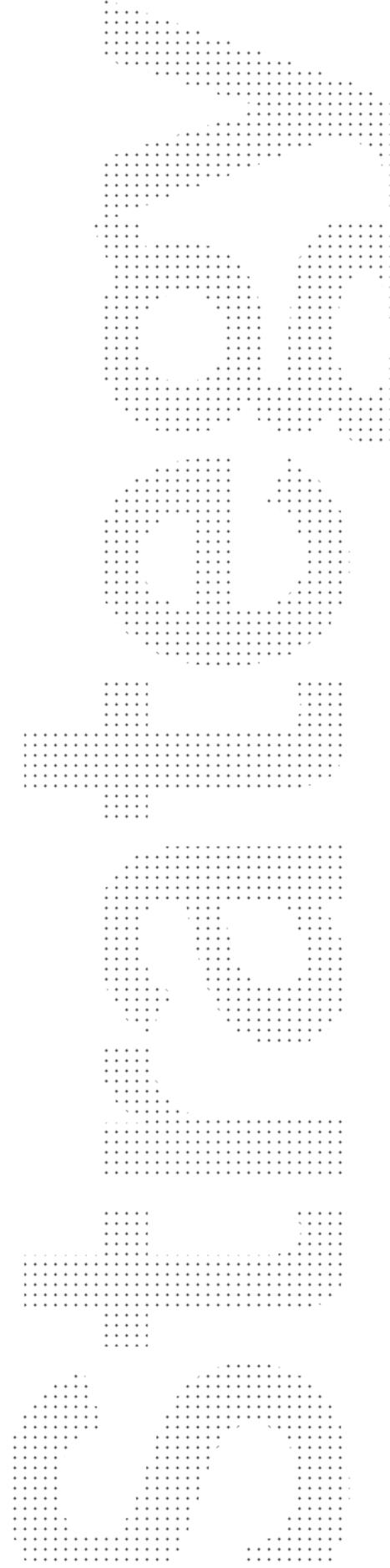
Directive's optimization of Swoogo's campaign started off with a comprehensive account restructure that focused on high return keywords that still had high search volume. In order to maximize returns without burning through the budget, Directive used Target CPA bidding to ensure each campaign was on track within the account. In order to drive more immediate revenue, Directive leveraged responsive search ads across Google campaigns to pull from an already engaged lead pool.

LinkedIn Targeting & Landing Page Optimization

One of Swoogo's distinguishing features is the casual and familiar tone they use in their copy across the site. Directive leaned into this casual copy across their landing page optimizations to see some significant bumps in conversion rate. To double down on these wins, Directive also leveraged LinkedIn's targeting capabilities to scale up the ad audience with confidence.

Category-Specific Capterra Bidding Strategy

Looking to take up SERP market share where it mattered most, Directive knew that leveraging review and directory sites would also help build Swoogo's authority while growing traffic at the same time. However, occasionally LTC:CAC can be distorted when the cost for certain directory listings are too high. In order to fix this common pain point, Directive focused on category-specific Capterra bidding and used a proxy cost per lead based on historical conversion data as a target smart bidding goal.





Results

In terms of great starts, Directive was able to put Swoogo well ahead of the rest of the competition. All of the disparate channels within Directive's paid media strategy generated a healthy LTV:CAC ratio over 3, with an overall average of 4.08. With such significant — and steady pipeline growth, and with such a strong LTV:CAC to boast on top of it, there is only promising growth for Swoogo's growth. In fact, their heightened LTV:CAC from paid actually points to the opportunity for even more growth from further investment - which seems like an easy decision given the massive 105% ROI Directive's strategy is generating QoQ.

69%

increase in
Qualified
Opportunities

\$594k

revenue generated
in Q2 of 2022

105%

increase in
ROI QoQ





"The strategy and alignment towards revenue is awesome. Adrian and Sam are a joy to work with, and we feel like they are an extension of our team. I think we are just going to keep getting better and better."

- Stacey Baer, VP of Marketing @Swoogo



Why It Mattered

Having an agency-client relationship that enables the strategist to make aggressive, immediate changes on the campaign makes all the difference. Especially when you're trying to make the most out of any paid media budget. Having trust in your agency expedites the execution and optimization process at a nearly unspeakable rate. If you're looking to get started strong and keep that momentum going, look into building a strong rapport with your agency to garner trust so they can run when they need to run.





Thank you!

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

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