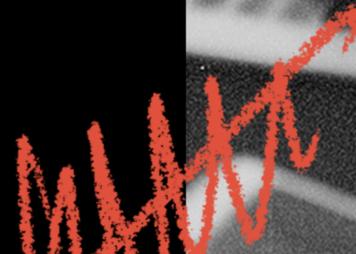




# How Highly Segmented Ad Campaigns Can Exponentially Increase SQLs

Cybersecurity technology company, OneSpan, saw a 69% increase in SQLs across all target markets with Directive.

**Directive,**





*Handwritten signature in blue ink.*

# Company Bio

OneSpan is a cybersecurity technology company that offers a cloud-based and open-architected anti-fraud platform. They're best known for their multi-factor authentication and electronic signature software.

OneSpan empowers enterprises to deliver an optimal level of security across all digital interactions. They improve customer experience, ensure secure and compliant interactions, and accelerate business workflows.





# The Problem

OneSpan did not have enough bandwidth to reach its marketing goals. They needed extra support to scale their paid campaigns. Although they had an internal team for paid media, maintaining focus on each region was difficult as they have a large international scope. Directive helped shoulder the load with OneSpan's team and eventually took it over entirely.

## The Objective

Our goal was to alleviate the load on OneSpan's internal paid media team and bring results. We took over management and coverage for 4 geographic regions: the United States (US), Canada (CA), the United Kingdom (UK), and Australia & New Zealand (ANZ).

The UK and ANZ regions needed specific attention as their SQLs were historically few and far between. The Directive Team was tasked with boosting performance by developing a strategy to meet their marketing goals. OneSpan relied on our tech marketing expertise to scale its brand awareness and pipeline in each region.





# The Strategy

After thorough research and financial modeling, we proposed a more granular and targeted approach that made better use of OneSpan's segmented international campaigns. To build accurate segments, we went deeper than simply changing the geotargeting of the ads. We leveraged OneSpan's existing account structure to create regional segments that focused not only on targeting, but also on goals, strategy, and content.



SOLOTOR



## How We Developed Region-Specific Strategies

For each region, we set individual north star metric (NSM) goals, built unique strategies, and optimized campaigns for each audience.

We ran OneSpan's campaigns through a performance audit to see where their leads were coming from. This helped us identify which region needed to be optimized first. This audit also revealed what needed to be optimized in each region.

All of this data allowed us to move forward with confidence as the ad strategies we built were backed by highly segmented marketing touch points.

## How We Expanded Our Original Ads Strategy

We started with basic Google text ads for the highly segmented ad campaigns. Since they were successful, we expanded OneSpan's text ads to other formats such as display ads. We also implemented a remarketing strategy to further improve lead generation.

startle



# The Results

OneSpan saw a 69% increase in SQLs QoQ across all target markets. This included a 66% increase in the US, a 33% increase in the UK and, most significantly, a massive 300% increase in Canada. This was OneSpan's best quarter in the past year. In an agency-client relationship that had to navigate some misalignment at the beginning, these results prove that sticking together is worthwhile in the long term; especially when the agency puts in the work.

**66.7%**

increase in  
US SQLs

**33.4%**

increase in  
UK SQLs

**300%**

increase in  
CA SQLs





“All great partnerships are built on trust, and trust between a client and its agency is built from day one. However, results do not often come as quickly. A core part of the client-agency partnership is in trusting the process.”

**Meredith Eddy** | Paid Media Strategist at Directive



# Reflections

The road to success is never linear. What may look good at the beginning may look far from it once the work begins. Relationship building between marketing agencies and the client takes time.

Directive and OneSpan had to navigate some serious adjustments to the relationship, strategy, and workflow as partners. This pivot included ABM marketing, a full rebrand, and internal resource changes.

The Directive Team worked hard to get through each obstacle quickly and made it a priority to get aligned with the OpenSpan team from the start. Time was also of the essence and yet we managed to deliver an ROI that exceeded expectations.

This goes to show just how much you can accomplish when you work to solve business challenges together. If we didn't dive into the hard stuff at the beginning to build a solid working relationship, we would not have reached the milestones that we did.



# Thank you!

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

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