

greenhouse

# Consolidation to Expand

By consolidating based on intent,  
and using it as a foundation for  
expansion Greenhouse achieved  
record high Opportunity volume

Directive,





# The Challenge

Greenhouse faced a significant challenge with its digital advertising campaigns due to a mixed intent campaign structure and unclear or misaligned offers. With ~350 campaigns spanning brand and competitor categories, there was considerable overlap in keyword targeting across intent and match types. This structure led to difficulties in controlling performance, identifying which strategies were yielding the best results, and allocating capital. As a result, budget inefficiencies emerged, and Greenhouse was struggling to maximize its potential for generating opportunities.



# Our Strategy

To address these issues, our team developed a plan and implemented a comprehensive account restructure. The strategy included the following key actions:

## 01

**Consolidating campaigns** into an intent-based keyword structure, ensuring clearer targeting and streamlined management. This included conducting thorough search query reviews and keyword research to understand what was working, and how our ICP was interacting with these terms.

## 02

**Expanding campaign coverage** to include untapped areas of non-brand opportunities. The most impactful segment that was added here was non-brand keyword coverage, there was previously zero non-brand keyword coverage.

## 03

**Eliminating inefficient spend** by reducing wasteful budget allocation and focusing on high-impact initiatives.

# The Results

By consolidating campaigns, identifying and expanding into untapped opportunities, and cutting inefficient spending, Greenhouse achieved both growth in opportunities and greater cost efficiency since we took over management in April 2024:

## Opportunities

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**+17%**

from Q2 to Q3

**+28%**

increase from Q3 to Q4TD (Oct, Nov)

**2**

consecutive months (Oct, Nov) of the highest opportunity-driving performance in the last two years

## Cost per Opportunity (CPOpp)

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**+1%**

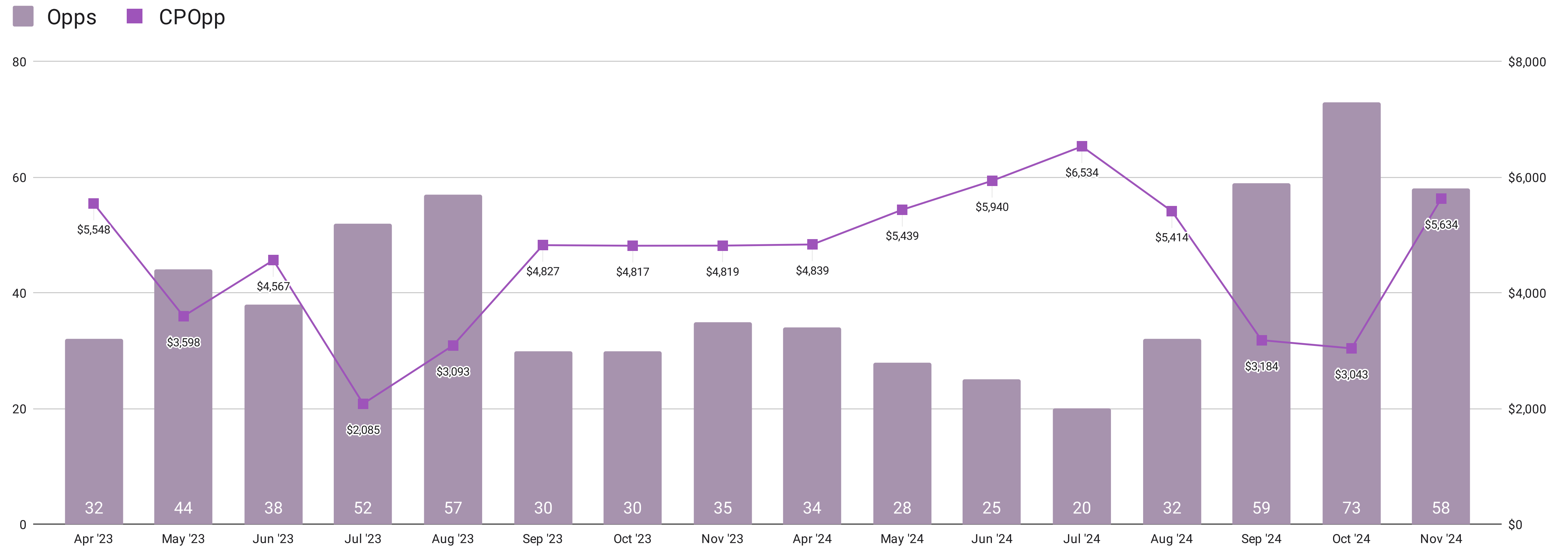
from Q2 to Q3, while the account structure was being implemented, reflecting very little fluctuation during this period

**-9%**

from Q3 to Q4TD, reflecting improved efficiency

# The Results

## Opportunity volume and Cost per Opportunity (MoM and YoY)



Ready to  
**See Results?**

Book Intro Call

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