

DISRUPTIVE case study



THE PROBLEM

Matterport came to Disruptive seeking more leads and revenue but had a set budget. They needed to maintain a specific ROAS but needed help bidding on keywords to meet their pipeline revenue goals effectively.

THE SOLUTION

Once we established better conversion signals, we incorporated automated bidding with ROAS. This shift increased performance for their pipeline revenue goals.

The overall cost per conversion increased as this campaign sought to acquire deals with higher potential value. Thanks to offline conversion tracking integrated within their CRM, we were able to pass better data to Google.

THE RESULTS

This strategy resulted in additional costs at the CPC level but with nearly double ROAS on an already successful campaign, moving ROAS from around 800% to 1500% compared to 60 days over 60 days.

- Cost +224.66%
- MQL +123.79%
- SQL +127.66%
- Closed Won +258.33%

PRODUCTS



GOOGLE

1500%

Return On Ad Spend

CLIENT TESTIMONIAL

“The team at Disruptive Advertising was exceptionally responsive and communicative.”

—Didier Bizimungu, Paid Media Director