PAID SEARCH · PROGRAMMATIC · B2B TELECOM

EVERY TACTIC HAD A JOB.
not every KPI knew it.
SO WE REWROTE THE SCORECARD.

> *"If a campaign is built for awareness, grading it on CPA just tells you it's failing at a job it never had."*

A regional B2B broadband and cybersecurity provider was running search and programmatic with an awareness tactic graded on CPA and no tracking on form fills. Fixing the scorecard turned activity into countable leads.

GOOGLE ADS | PROGRAMMATIC | CTV | LEAD TRACKING

KEY OPTIMIZATIONS

- **Re-scored the awareness tactics.** CTV carried a CPA target on an awareness campaign. Moved it to vCPM, cost per completed view, and completion rate, and let display retargeting chase the clicks.
- **Segmented programmatic by industry.** Broad, lookalike, and retargeting groups ran for a few months, then got cut into six core segments: Education, Financial, Government, Health Care, IT Pros, and Manufacturing.
- **Pointed search at business buyers.** Search terms leaned residential. Tested broad vs. exact match, moved core terms to exact, and layered bid adjustments by city, device, and weekday.
- **Cut low-value inventory.** Added an invalid traffic filter and bid down or cut weak sites, while keeping budget pacing in the 90s.

FULL-FUNNEL AUDIT FINDINGS

- **Form fills weren't being counted.** Search was judged on clicks and calls. Mid-year tracking for form fills and engagement showed what the traffic did: about two minutes on site per visit.
- **Customer logins were inflating traffic.** Account login and password pages were reporting as site visits. Traced it to the tag setup and narrowed it to one login page.

CAMPAIGN RESULTS

+145%
Active users from paid 2023 vs. 2022

+133%
Sessions from paid 2023 vs. 2022

+75%
User conversion rate paid traffic, year over year

376
Calls from search ads 2023 campaign

278
Contact form submissions from search ads

$42.60
Display CPA in September against a $175 goal

BEFORE VS. AFTER

METRIC	BEFORE	AFTER
CTV scorecard	CPA	**Awareness metrics**
Audience targeting	Broad audiences	**6 industry segments**
Lead tracking	Clicks + calls	**Forms + engagement**
Search match type	Broad	**Exact on core terms**
Inventory quality	Unfiltered	**IVT filter active**

** Client anonymized. YoY figures compare paid traffic, 2023 vs. 2022.*

THE PRINCIPLE

Most underperforming campaigns get diagnosed as targeting or creative problems. A lot of the time the tactic is fine and the scorecard is wrong. Awareness gets graded on CPA, leads go uncounted, and the account looks broken against a goal it was never built for. Give every channel its real job, measure that job, then optimize.

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