

CASE STUDY

FinTech / Accounting Tech

Scaling Paid Search To Drive Down Cost Per Acquisition

How Initio B2B's paid search strategies helped a FinTech client achieve an 11.85x return on Opportunities and a 4.25x return on Wins — over just 7 months.

11.85x

Return on Opportunities

4.25x

Return on Wins

7 Months

Campaign Period

CLIENT OVERVIEW

INDUSTRY

FinTech / Accounting Tech

LOCATION

Florida, USA

COMPANY SIZE

<30 Employees

FOUNDED

2012

COMPETITION

Very High

SALES CYCLE

6–12 Months

THE CHALLENGE

Client A had "tried everything" with Google Ads and seen no results — let alone positive ROAS. Keyword research was underdeveloped, campaigns were poorly structured, and sales and marketing operated in silos. As FinTech competition intensified and new products needed promotion, they needed a partner to build a Google Ads strategy from the ground up.

THIS CASE STUDY COVERS

- Continuous keyword research & negative keyword mining in a highly technical space
- High-intent lead gen paired with a solid nurture strategy and an informed sales team
- How close agency-client collaboration hones campaigns and drives more qualified leads
- A content download strategy that boosted quality score and improved user experience

A Structured 3-Phase Approach

01

Recognizing Key Issues

WEEK 1

- Conducted a deep Google Ads account audit with the CEO and Director of Marketing
- Identified poor ROI driven by high CPL — a direct result of weak campaign structure
- Discovered significant budget waste on keywords with poor conversion intent
- Found that Sales and Marketing Ops were not being leveraged to improve lead quality

02

Outlining Clear Goals

WEEK 2

- Mapped CPA goals working backwards from average deal revenue (\$200K+/year contracts)
- Accounted for a long 6–12 month sales cycle typical in enterprise FinTech
- Defined a reachable CPL target for Google Ads aligned to the CPA goal
- Aligned Sales and Marketing teams on shared KPIs, attribution, and reporting cadences

03

Implementing A Plan of Action

WEEK 3+

- Extensive keyword research via SEMrush plus direct input from the Sales team
- Full campaign restructure by product line with priority-based keyword groups
- Custom ad copy written by Initio B2B, reviewed and approved by client contacts
- Landing page best practice guidance: form placement, copy, above-the-fold hierarchy
- Optimised email nurture sequences, sales pitch scripts, and follow-up cadences

THE RESULTS

Google Ads Results — Jan 1 to July 31, 2022

All figures reflect Initio B2B-managed Google Ads campaigns only.

\$497,534

Total Opportunities

11.85x

Return on Ad Spend

\$179,594

Total Wins Revenue

4.25x

Return on Wins

\$200K+

Avg Contract Value

6–12 mo

Typical Sales Cycle

5 KEY STRATEGIES THAT DROVE SUCCESS

01

Conversion Strategy Overhaul

Replaced vague demo-only goals with a full content download funnel. Gated assets per product drove MQL flow and improved quality scores, while email nurture warmed leads toward demo requests organically.

02

Daily Negative Keyword Mining

Unlike agencies that set it and forget it, Initio B2B optimised campaigns near-daily. Close collaboration with Sales surfaced new search terms and eliminated budget waste in real time.

03

Revenue Attribution via Pardot

Integrated with Client A's Pardot to track leads through MQL, SQL, and Win stages — allowing Initio B2B to pause low-revenue campaigns and double down on high-performers.

04

Proactive Budget Scaling

Monitored impression share, conversion rate, and frequency to identify breakout campaigns. Budget was dynamically reallocated to top performers before diminishing returns set in.

05

LinkedIn Top-of-Funnel Support

Led LinkedIn Ads strategy in parallel to Google Search, building brand awareness among Client A's ICP (Heads of Accounting, Purchasing, and Operations) to fill the top of funnel.

Ready to scale your B2B pipeline?

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