

# B2B LEAD GENERATION SUCCESS

Efforts Account for 39% of Q1 2009 Lead Volume



“Range Online Media’s insight into our true business goals and constant optimization of multiple campaign elements drove an increase in leads at a lower cost, a lift in conversions and greater brand visibility.”

Michaline Todd  
Director of Corporate and  
Field Marketing

## BACKGROUND

Serena Software looks to Range Online Media for lead generation in efforts to maintain the funnel for their sales teams. Serena Software provides application development software on premise and on demand to over 15,000 customers, including 96 of the Fortune 100.

## CHALLENGE

Moving into Q1 2009 with aggressive goals, Serena charged Range Online Media to increase lead volume, lower the cost per lead, increase brand visibility across respected industry sites and introduce new solutions to the market.

## STRATEGY

In the niche application development space, focusing on efficiency is ever important to deliver the right message to the ideal Serena customers. Range Online Media worked to develop a strategic plan incorporating:

- » Buying Personas - Identifying the audience specific to each business solution and differentiating the message
- » Aligning with High Quality Content - Whether high level industry news or niche focused communities, Range aligned Serena with the highest quality, regularly updated content
- » Branding & ROI-focused Placements - Banner campaigns, newsletters, dedicated email list buys, paid search, site sponsorships, guaranteed lead campaigns from whitepapers and webinars and remessaging campaigns

## RESULTS

- » Paid Search landing page tests in Q1 2009 attributed to a **380% increase in conversion rate and a 39% decrease in CPL**
- » Compared to Q4: 2008, Range Online Media **increased the lead volume by 28% while lowering the CPL by 14%**
- » Compared to the previous quarters, the **CPL in Q1 ran 29% lower** than the average CPL seen for Serena since launching the campaigns
- » Launched a new business solution which accounted for **39% of the Q1 lead volume at the lowest CPL of any of the other solutions**



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