

# Veeam & Effective Spend

## Growing B2B Sales With a Full Funnel PPC Strategy



### BACKGROUND:

Veeam is the global leader in Intelligent Data Management, offering data protection solutions focused on backup and recovery for more than 300,000 organizations worldwide, including 75% of the Fortune 500 and 58% of the Global 2000.

Veeam came to Effective Spend with the goal of driving a significant increase in sales for their backup solutions. Drawing on more than 10 years of experience in PPC lead generation, **Effective Spend helped Veeam achieve and exceed their growth goal.**

### CHALLENGE

As a global company, Veeam's digital advertising drives leads from many different regional markets. However, Veeam found that lead quality varied significantly from region to region. Effective Spend was challenged with driving more high-quality leads through top-revenue markets and increasing total lead volume—all while attaining a lower average cost per lead.

### SOLUTION

Working closely with the client, Effective Spend revamped Veeam's paid advertising program with a full-funnel digital strategy, increasing engagement, leads, and product purchases.



*"They don't feel like a separate contractor. I feel like they're part of our business and they share our goals."*

-Russ Kerscher

Veeam  
Senior Global Product Marketing Manager

## HIGH-FUNNEL: DISPLAY

To keep overall lead volume high and to optimize cost per lead, Effective Spend implemented Google Smart Display campaigns. Smart Display campaigns use the power of Google's machine learning to maximize lead volume at the lowest possible cost per acquisition.

However, while Smart Display campaigns are a highly efficient way to grow total leads, the smart bidding algorithm is not capable of optimizing for lead quality. To maintain quality, Effective Spend restructured the campaigns to ensure that budget was weighted more heavily toward Veeam's top-revenue sales markets. By pairing Google's smart automation with regional budget constraints, and aggressive ad testing and optimizations Effective Spend was able to grow global leads while also improving lead quality.

## MID-FUNNEL: PAID SOCIAL ADVERTISING

Effective Spend expanded Veeam's digital strategy to include paid social advertising on Facebook and LinkedIn. With precise targeting options like skills-based targeting as well as unique ad formats like lead form ads, these social platforms are excellent tools for B2B lead generation. To attract and engage in-market, and demographically relevant social users, Effective Spend's social strategy focused on driving asset downloads to build a robust audience to fuel Veeam's remarketing efforts.



1

### DISPLAY

MAXIMIZING LEAD VOLUME  
WHILE MAINTAINING  
LEAD QUALITY

2

### PAID SOCIAL

PRECISELY TARGETING  
AND ENGAGING USERS  
TO FUEL REMARKETING

3

### REMARKETING

NURTURING ENGAGED  
LEADS TO DRIVE  
PURCHASES



## LOW-FUNNEL: REMARKETING

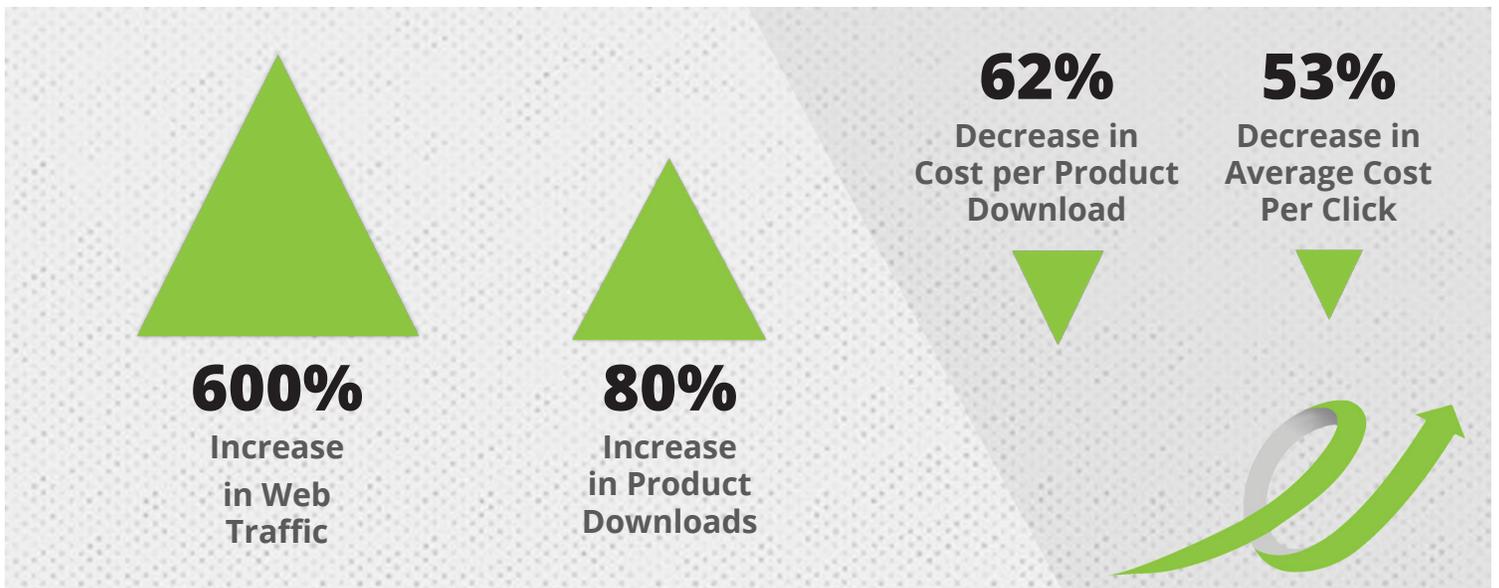
Effective Spend's display and paid social advertising strategies effectively increased traffic and engagement with Veeam. But, to help nurture those leads further down the purchasing funnel, Effective Spend established remarketing campaigns on various ad networks including; Google, Bing, Facebook and LinkedIn. The remarketing campaigns targeted customers that had previously engaged with Veeam's content, whether through paid ads or directly on the Veeam website.

The campaigns also utilized Veeam's own CRM customer data to remarket cross-channel to customers of other Veeam products. Aligning the remarketing strategy to Veeam's customer touchpoints, the campaigns promoted free product trials, bringing these users one step closer to making a final product purchase.

## RESULTS

After just one quarter working with Effective Spend, Veeam's product downloads increased 80% quarter over quarter.

Performance continued to improve following a full implementation of the digital advertising strategy. Effective Spend was able to exceed Veeam's performance goals and drive a substantial increase in performance.



**EMAIL US AT:**  
[info@effectivespend.com](mailto:info@effectivespend.com)

**GET IN TOUCH AT:**  
[www.effectivespend.com/contact-us](http://www.effectivespend.com/contact-us)

**CALL US AT:**  
(512) 553-6875

