

PR PEREXPRESSION

How PX Drove  
384% ROI on  
Ads & Achieved  
Company-Wide  
Alignment with  
HubSpot



“They are professional and easy to work with, very responsive to questions and made the project run really smoothly.

We recently engaged with ProperExpression to migrate our CRM and Marketing Automation to HubSpot. This was a fairly complicated project, involving many years' worth of data from disparate sources, incomplete data, and complicated workflow processes on our previous CRM. The team at PE really took the time to understand our needs, provide guidance on the best solutions, and implement them in a way that made sense for our business.”

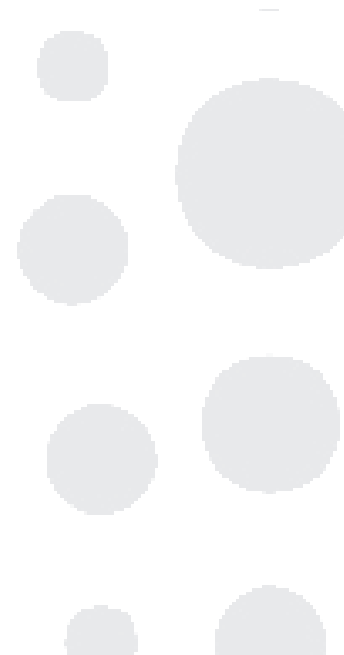
- Meredith Bagdazian  
Vice President of Marketing

# About PX



PX's Lead Quantification platform helps some of the country's biggest companies find the right leads for the right price, every time.

PX began with a mission to deliver best-in-class customer acquisition solutions to marketers and bring an arcane industry into the 21st century. Over the past decade, the company has grown rapidly and saw that the future of the industry lay in bringing efficient, intuitive technology solutions to marketers, giving them the tools and insights they need to reach their goals.



# The Challenge Part I Tech Stack

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## **Limited by Manual Marketing & Sales Processes**

With few established processes and automations in the CRM, the Marketing and Sales team could not make processes scalable or repeatable.



## **Clumsy and Disconnected Tech Stack**

The existing tech stack consisted of several platforms that did not integrate, creating limitations in PX's ability to track KPIs and accurately report on revenue.



## **Limited Visibility into the Pipeline**

With limited visibility into the Marketing and Sales pipelines, the Sales team could not convert sales-ready leads into customers.

# The Solution

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## → Migration to HubSpot Marketing and Sales Enterprise

ProperExpression cleaned and migrated the existing Zoho database of over 10k records to HubSpot. During migration, ProperExpression created custom properties, assigned proper lifecycle stages, implemented lead scoring, and developed relevant reports and dashboards to monitor the sales funnel accurately.

## → Implementation of Powerful Automation & CRM Best Practices

The ProperExpression team created full funnel automation to ensure leads moved through the funnel accurately and efficiently. With powerful workflows to route the right leads to the PX Sales team at the right time, the database was set up to drive increased revenue.

## → In-Depth Training for Marketing & Sales Alignment

Along with extensive documentation of processes, ProperExpression conducted live trainings with the Marketing and Sales teams on creating marketing materials, following up on Sales leads, opening and working deals in the Sales Hub, using playbooks and sequences and more.

# The Results

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→ Provided visibility into lead gen and revenue gen channels, including best-performing channels for creating new leads and deals

→ Created visibility into campaign performance and revenue influence by centralizing all data and creating in-depth, custom reporting dashboards for marketing and sales

→ Aligned the marketing and sales teams on processes to efficiently and accurately move the right leads through the funnel at the right time, improving the likelihood of closing

# The Challenge Part II: Advertising

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## **Faulty Google Ads Campaign Implementation**

Existing Google Ads campaigns were not implemented to follow best practices. Keywords weren't being used in ad copy, negative keywords were not present, and more.



## **Expensive CPL for Low-Value Leads**

The cost per lead averaged between \$275-300 per month, and the leads being generated from ads were not quality leads for PX.



## **Negative Return on Investment**

Due to the poor quality leads being driven in large volume from the Google Ads campaigns, PX was not seeing a positive return on their ad spend.

# The Solution

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## → In-Depth Keyword Research for Campaign Targeting

Prior to making any changes to the ads or account, ProperExpression conducted in-depth keyword research to truly understand the marketplace, the competition, and the ICP's needs. Based on the research, ProperExpression could target keywords with the most relevance to PX's service offerings and keywords that demonstrated high buying intent.

## → Implementation of Proven Google Ads Best Practices

ProperExpression paused all old campaigns and started fresh with campaigns optimized for conversions. The team implemented account-wide and campaign-level negative keywords, followed the SKAG structure for ads, and wrote powerful, relevant ad copy. ProperExpression also implemented a remarketing campaign.

## → Creation of Optimized HubSpot Landing Pages

The ProperExpression team designed a brand new landing page that incorporated trust signals such as client logos, testimonials and more. In addition to design, ProperExpression wrote new copy for every campaign and used dynamic text replacement for the landing page headlines to boost conversion rates.



# The Results

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**384% ROI**

FROM GOOGLE ADS WITHIN THE FIRST 2 MONTHS



**68%**

DECREASE IN COST PER LEAD FROM PAID SEARCH  
CPL NOW AVERAGES AT \$80



**57%**

DECREASE IN COST PER CLICK  
CPC NOW AVERAGES AT \$5.50

PR  PEREXPRESSION

# Start Growing Revenue Today

Get a FREE Consultation

ProperExpression is an integrated growth marketing agency. Our marketing strategists bring a deep understanding of all aspects of marketing, helping clients implement integrated marketing strategies, create synergies, and take advantage of opportunities while demonstrating strong alignment with business goals. Our expert technicians bring years of experience in crafting, implementing, and optimizing all components of well-executed campaigns.

[www.properexpression.com](http://www.properexpression.com)