

Case Study: How a B2B SaaS Company Improved Campaign Performance Using Advanced Marketing Analytics

About the Client

A global **B2B SaaS** company offering digital optimization and experimentation solutions relied heavily on performance marketing channels such as **Google Ads, LinkedIn campaigns, and search-based** acquisition strategies to generate high-intent leads and enterprise sales opportunities.

The marketing team ran multiple **campaign types** including **brand search, product-focused campaigns, performance-max campaigns, and regional acquisition campaigns** across several geographies including North America, Europe, and Asia-Pacific.

As the company scaled its global marketing operations, leadership required deeper visibility into **campaign effectiveness, keyword performance, geographic efficiency, and funnel conversion** metrics to ensure marketing investments were generating qualified pipeline opportunities.

However, campaign data was **fragmented** across multiple **advertising platforms** and **internal reporting systems**, making it difficult to accurately **evaluate marketing ROI** and **optimize campaign performance**.

The Challenge

Despite significant investment in digital acquisition, the company faced several operational and analytical challenges.

- **Fragmented Campaign Performance Data** : Marketing performance data was spread across multiple platforms including Google Ads, LinkedIn campaigns, and internal analytics systems. This fragmentation prevented the marketing team from gaining a unified view of campaign performance across channels.
- **Limited Visibility into Keyword and Campaign Effectiveness** : The marketing team lacked detailed insights into which keywords, ad groups, and campaign types were

generating the most high-intent leads and qualified opportunities. Without this visibility, it was difficult to confidently scale high-performing campaigns.

- **Inconsistent Funnel Conversion Tracking :** While campaigns generated large volumes of clicks and leads, the organization lacked clear visibility into how those leads progressed through the marketing and sales funnel, including high-intent leads, meetings booked, and opportunities created.
- **Geographic Performance Variability :** Campaigns were running across multiple regions including North America, Europe, and Asia-Pacific, but the company lacked consolidated analytics to understand which geographies delivered the best cost efficiency and pipeline impact.
- **Manual and Delayed Marketing Reporting :** Marketing reports were compiled manually across several dashboards and spreadsheets. This slowed decision-making and limited the marketing team’s ability to quickly identify underperforming campaigns and optimize spend allocation.

Numerix.ai Solution

Numerix.ai partnered with the client to build a comprehensive **Campaign Performance Analytics framework** that unified marketing data, campaign metrics, and funnel analytics into a centralized dashboard environment. The solution focused on three key components.

1. Unified Campaign Data Architecture : Numerix.ai integrated marketing performance data from multiple advertising platforms and analytics systems into a centralized analytics layer. Data sources included:

- Google Ads campaign performance data
- LinkedIn campaign analytics
- Keyword and search performance metrics
- Landing page engagement data
- Marketing-qualified lead and funnel conversion data

This integration created a **single source of truth for campaign performance analytics**, enabling the marketing team to track campaign performance across the entire acquisition funnel.

2. Campaign and Keyword Performance Analytics : Numerix.ai implemented detailed dashboards enabling granular campaign performance analysis. The dashboards provided visibility into:

- Impressions and click performance across campaigns

- Keyword-level CTR and CPC metrics
- Campaign cost and cost-per-lead analysis
- High-intent lead generation by campaign type
- Conversion performance across ad groups and keywords

These insights allowed marketing teams to identify high-performing keywords and optimize bidding strategies for improved campaign efficiency.

3. Funnel and Geographic Performance Intelligence : To better understand marketing ROI, Numerix.ai implemented analytics dashboards connecting campaign activity with downstream funnel outcomes. The dashboards enabled teams to monitor:

- Lead generation and high-intent lead quality
- Marketing-qualified leads and demo requests
- Opportunity pipeline created from campaigns
- Funnel conversion rates across campaign stages
- Geographic campaign performance across key markets

This allowed leadership to clearly evaluate **which campaigns were generating real pipeline value rather than just traffic or clicks.**

Key Insights Uncovered

The campaign analytics framework revealed several important insights into marketing performance and pipeline generation.

- **Brand Search Campaigns Drove the Highest Lead Quality :** Brand-focused search campaigns consistently generated the highest volume of high-intent leads and demonstrated significantly stronger conversion rates compared to generic keyword campaigns.
- **Keyword Performance Varied Significantly Across Campaign Types :** Detailed keyword-level analytics revealed that a small set of high-intent keywords generated a disproportionate share of qualified leads and opportunities, highlighting the importance of focused keyword optimization.
- **Geographic Markets Showed Different Cost Efficiencies :** Campaign performance varied significantly across geographic regions. Some markets delivered lower cost-per-lead and higher conversion rates, helping the marketing team prioritize budget allocation toward the most efficient regions.

- **Performance Max Campaigns Delivered Scalable Lead Volume :** Performance Max campaigns generated a steady flow of high-intent leads while maintaining competitive acquisition costs, demonstrating strong scalability for broader demand generation efforts.
- **Landing Page Performance Impacted Lead Conversion :** Landing page analytics revealed that specific campaign landing pages delivered significantly higher conversion rates, highlighting opportunities for further optimization in user experience and messaging.

Results

Using Numerix.ai’s campaign analytics framework, the company gained a clear and structured view of global campaign performance and marketing funnel impact. Key metrics analyzed during the reporting period included:

- **48.36M total impressions generated across campaigns**
- **1.25M total clicks across advertising channels**
- **₹220K+ total advertising spend analyzed**
- **12,725 high-intent leads generated from campaigns**
- **916 sales opportunities created from marketing leads**
- **₹857M+ total opportunity pipeline influenced by campaigns**

These insights enabled marketing leadership to better understand campaign ROI, keyword performance, and pipeline generation across the acquisition funnel.

Business Impact

By implementing Numerix.ai’s campaign analytics framework, the company transformed its marketing reporting and campaign optimization capabilities. The company achieved:

- Clear visibility into campaign performance across multiple marketing channels
- Deeper understanding of keyword and ad group effectiveness
- Improved identification of high-intent lead sources
- Better geographic targeting and budget allocation decisions
- Stronger alignment between marketing campaigns and revenue pipeline generation
- Faster and more informed decision-making through centralized dashboards

With a unified campaign analytics foundation, the organization is now able to continuously optimize its marketing investment and scale demand generation more effectively across global markets.