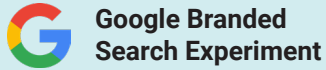


# How LiftLab Helped an International SaaS Company Decrease Ad Spend by 87% and Increase Profitability by 3.5%



## Use Case



## The Challenge

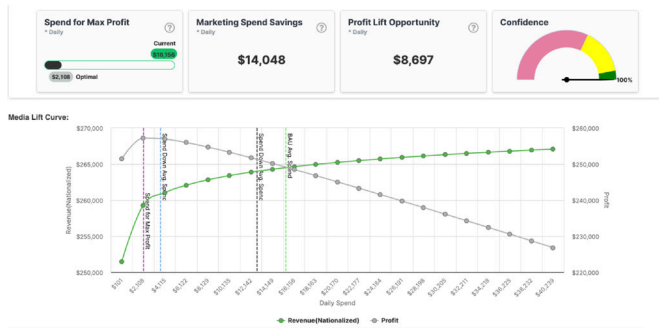
An international SaaS company wanted to evaluate the effectiveness of their Google brand search campaign for new customer acquisition. They were spending a considerable amount on the campaign but were unsure if they were overspending or if there was room to increase their spend.

## The Solution

Using the company's ad impression share of 85 -90%, LiftLab proposed a geo-based experiment to test three different spend levels: regular spending, spending down or spending double down. LiftLab's hypothesis was that for clients with such a high impression share, the question was not if they were overspending, but by how much. At the end of the experiment, LiftLab generated a diminishing returns curve to show the client the optimal spend amount that would maximize their profit. The curve showed a decrease in returns after a daily spend of \$2,108.

Looking at the suggested daily ad spend shows what the expected return would be compared to the client's current spend:

	(Daily) AdSpend	(Daily) Orders	(Daily) CPC	(Re-COGS-MktSpend) Profit
Current	\$16,156	58,809	\$0.21	\$248,486
Suggested	\$2,108	57,620	\$0.11	\$257,183
% Diff	-86.95%	-2.02%	-47.62%	3.50%



## The Results

Through LiftLab's experiment, the SaaS company was able to determine the maximum amount they should spend on their Google brand search campaign to achieve the highest ROI. They gained valuable insights into their campaign's effectiveness and decreased their spend by 87%. The results led to an increase in new customer acquisition and overall campaign performance with a 3.5% increase in profits.

## The Conclusion

The international SaaS company leveraged the data-driven insights to optimize their Google brand search campaign and maximize their ROI. The experiment provided valuable insights that helped the company make informed decisions about their campaign spend and achieve their business goals.

## About LiftLab

Liftlab is the leading provider of science-driven software to optimize marketing spend and predict revenue for optimal spend levels. We call this the Science of Marketing Effectiveness. Our platform combines economic modeling with specialized media experimentation so brands and agencies can clearly see the tradeoffs of growth and profitability.

With decades of experience in marketing analytics and data science, our team of industry experts and thought leaders is proud to enable leading and emerging brands such as Cinemark, Express, Hanna Anderson, Lulu & Georgia, Pandora, Sephora, Skims, Tory Burch, Thrive, and Vionic, with our cutting-edge solutions and strategic guidance. For more information, please visit our website at [www.liftlab.com](http://www.liftlab.com) or [sales@liftlab.com](mailto:sales@liftlab.com).