

Xoxoday achieves 1.3x SQLs by leveraging Google's value based bidding solutions

xoxoday

Rewards & Incentives Platform
United States - India • xoxoday.com



The challenge

Xoxoday is a rewards and incentives platform that enables organisations to send rewards, perks, incentives & disburse payouts. Being a B2B solutioner, they struggled to obtain a healthy volume of qualified leads from their campaigns.

The approach

A multi-step process was leveraged to scale up the MQL/SQL rates without affecting the volume of leads:

- The lead to sales journey was mapped and the value of each conversion event (i.e. lifecycle stage) was calculated.
- The events relevant to Xoxoday's business KPIs were imported through direct integration with their CRM
- Account conversion actions were changed to the newly imported conversion events (i.e leads, MQLs, SQLs, Opportunities & Customers).
- Max. conv. value bidding was deployed to improve conversion rates across the funnel.

The results

On success of the experiment, all the campaigns' bid strategies were readjusted with the above approach. Utilising the power of offline conversion import and value-based bidding, Xoxoday was able to increase their MQLs by 21% & SQLs by 28% respectively.

"Value-based bidding closes the feedback loop and conveys to Google the most valued & the least valued events for your business and all that's in between. It's the future."

—Vijay Veerubhotla, Senior PPC Consultant

+21%

Marketing
Qualified
Leads (MQLs)

+28%

Sales
Qualified
Leads (SQLs)

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