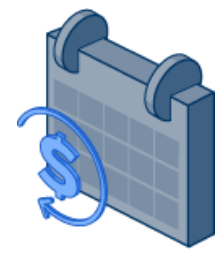


Broadcasting Success: Brandlive's Path to B2B Growth



KEY METRICS



61%

Increase in Conversions



56%

Lower Cost Per Acquisition



1500%

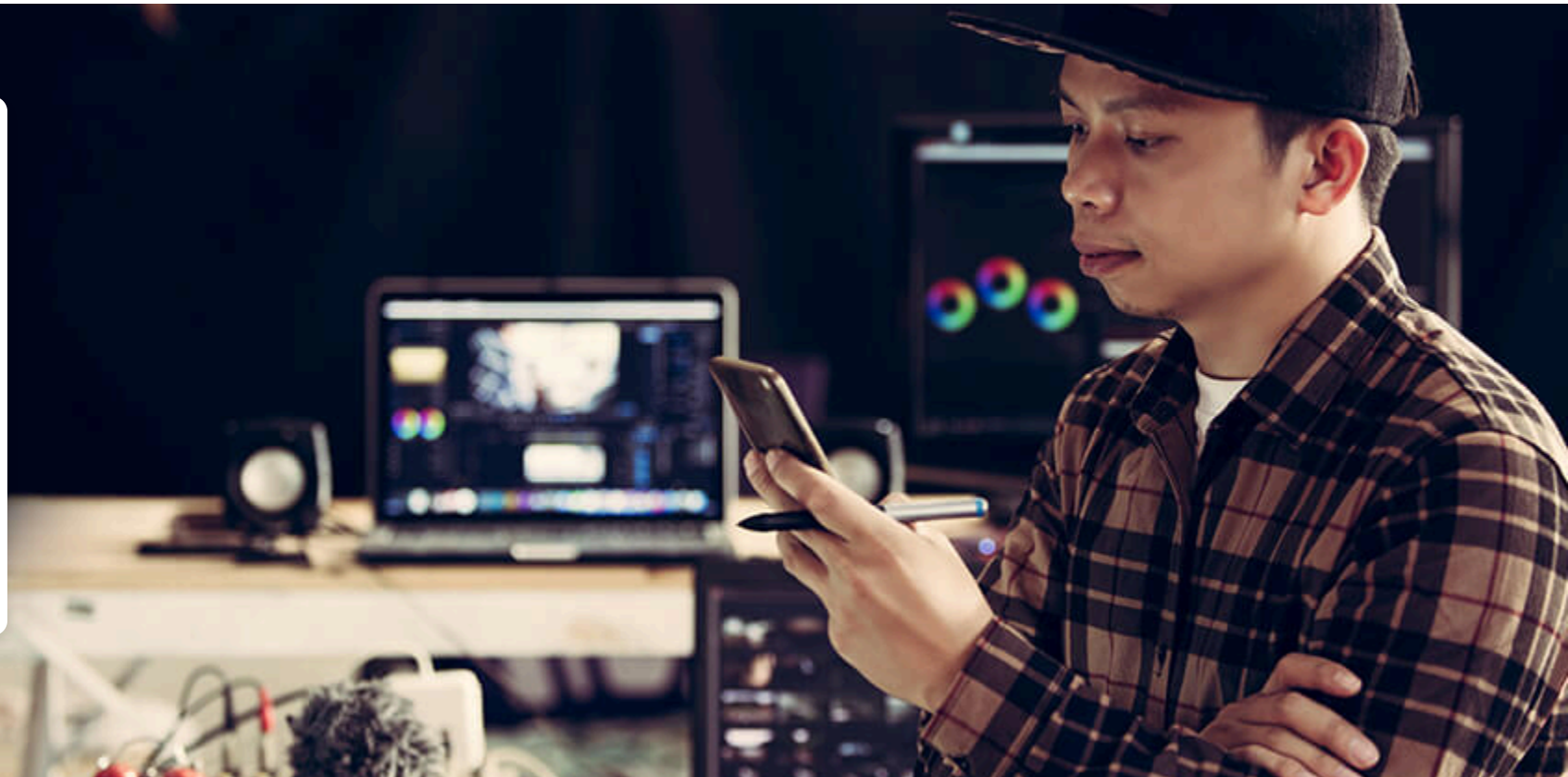
Return On Investment

The B2B SaaS market is more competitive than ever, with businesses vying for the attention of key decision-makers who have highly specific needs. Building a steady pipeline of high-quality leads is crucial, yet challenging, especially when targeting niche industries. To stand out, companies must effectively engage stakeholders and nurture prospects throughout the sales funnel.

Here's how Logical Position (LP) helped Brandlive drive qualified traffic and convert leads into new customers.

ABOUT BRANDLIVE

Brandlive powers high-quality virtual and hybrid events, helping businesses create engaging webinars, town halls, and live-streamed events with TV-level production value. Their platform enables brands to elevate internal communications, sales initiatives, and marketing efforts with immersive digital experiences.



Being a B2B provider with a very specific use case, success for Brandlive was never about total lead volume—it was about reaching the right buyers. The good news for us is that within two weeks of launching campaigns with Logical Position, we secured our first high-value client that essentially paid for our next 3 years of digital marketing. Early success went a long way in establishing trust in our partnership, and it wasn't just beginner's luck, as we've continued improving campaign signals and driving new-to-brand inquiries. Simply put, we couldn't be more excited about the opportunities to come through our partnership with Logical Position.

— Tony Pullen, Chief Revenue Officer, Brandlive

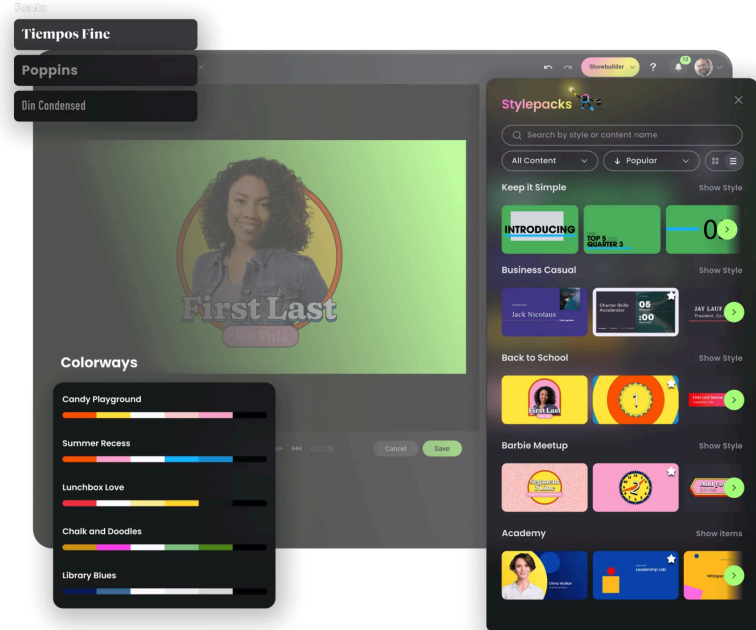
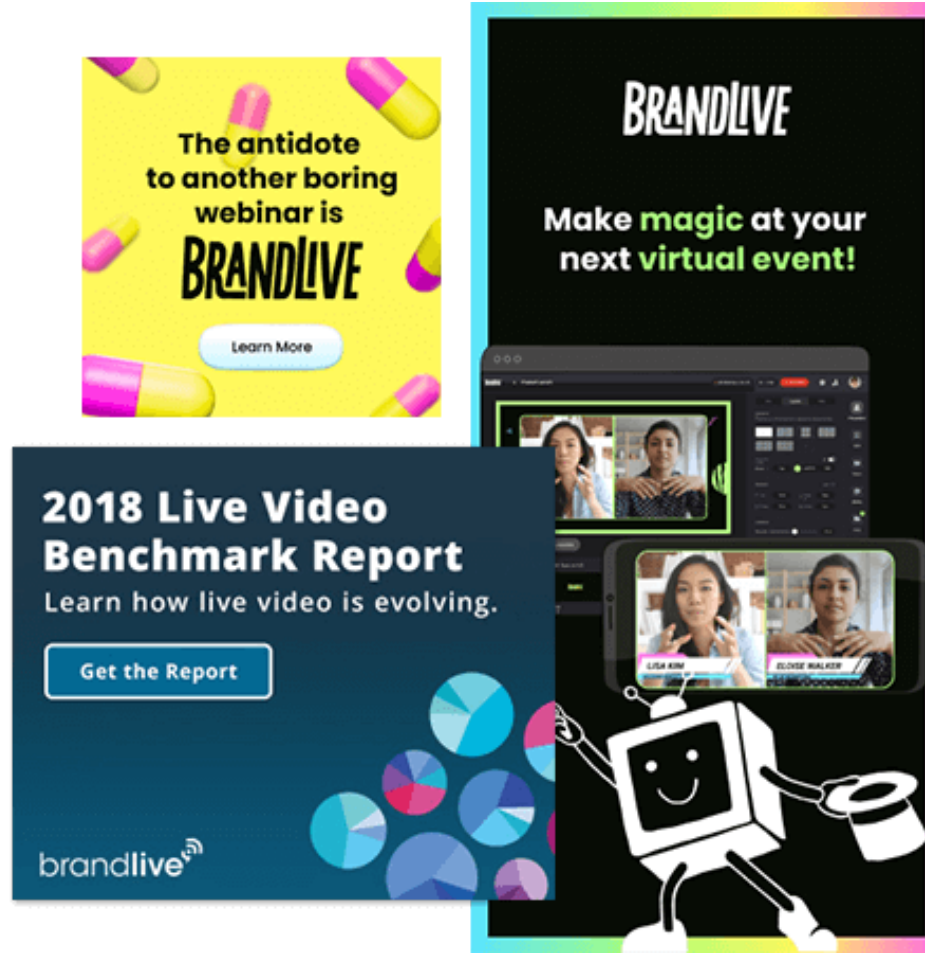
Lights, Camera, Strategy

Setting the Scene: We opened the curtain with a manual campaign framework designed around Brandlive's business goals. This approach ensured that performance data was clearly segmented, accurately tracked, and primed for future scaling.

Know Your Audience: Leveraging first-party data, we refined search parameters to serve ads to the most relevant users—improving lead quality and ensuring Brandlive's message reached the right decision-makers.

Director's Cut: By structuring the account for reliable attribution modeling and simplified data collection, we boosted efficiency and enabled more effective, data-driven bidding strategies.

Smooth Transitions: With early success established, we rolled out bidding automation in phases, gradually integrating AI to maximize conversions. Through careful testing, we uncovered high-impact opportunities in competitor targeting, which became one of the strongest conversion drivers.



Performance Accolades

- 61% Increase in Total Conversions
- 56% Reduction in CPA (more efficient budget utilization)
- Closed a high-value deal within weeks of launch

Obstacles Backstage

Transitioning from brand defense to an offensive strategy required a fundamental shift in Brandlive's marketing approach. Allocating budget for ad spend was the first step in capitalizing on emerging demand generation opportunities—an unproven space at the time. This shift also meant investing in educating decision-makers and guiding them through the conversion journey.

IMPACT

Brandlive has built a reliable pipeline of inbound business, allowing more accurate forecasting to manage additional projects at scale. Moreover, digital marketing insights have helped them better understand their buyer personas by identifying key decision-makers and influencers in what can be a lengthy sales process. Going forward, additional services will be layered into their campaigns to further nurture large enterprise clients.

Tips For Achieving Similar Results

- Leverage First-Party Data for Better Targeting:** Use insights from your existing customers to refine audience targeting and create more effective ad strategies.
- Monitor Search Terms Closely:** Ensure your keywords align with audience engagement to prevent wasted spend.
- Consolidate Campaigns for Smarter Bidding:** Organizing ad groups effectively helps Google's algorithm optimize performance.
- Know Your Neighbor:** Strategic competitor targeting can drive surprising results and unlock new customer segments, specifically in niche business applications.

Are you ready to go live with a renewed performance mindset? Reach out to our team of stagehands to break down account performance and missed opportunities.

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