orca security

An industry-leading AI-driven cloud security platform

Paid Media Case Study • 12 Months

+163%

Increase in Demos

+462%

Increase in Leads

-78%

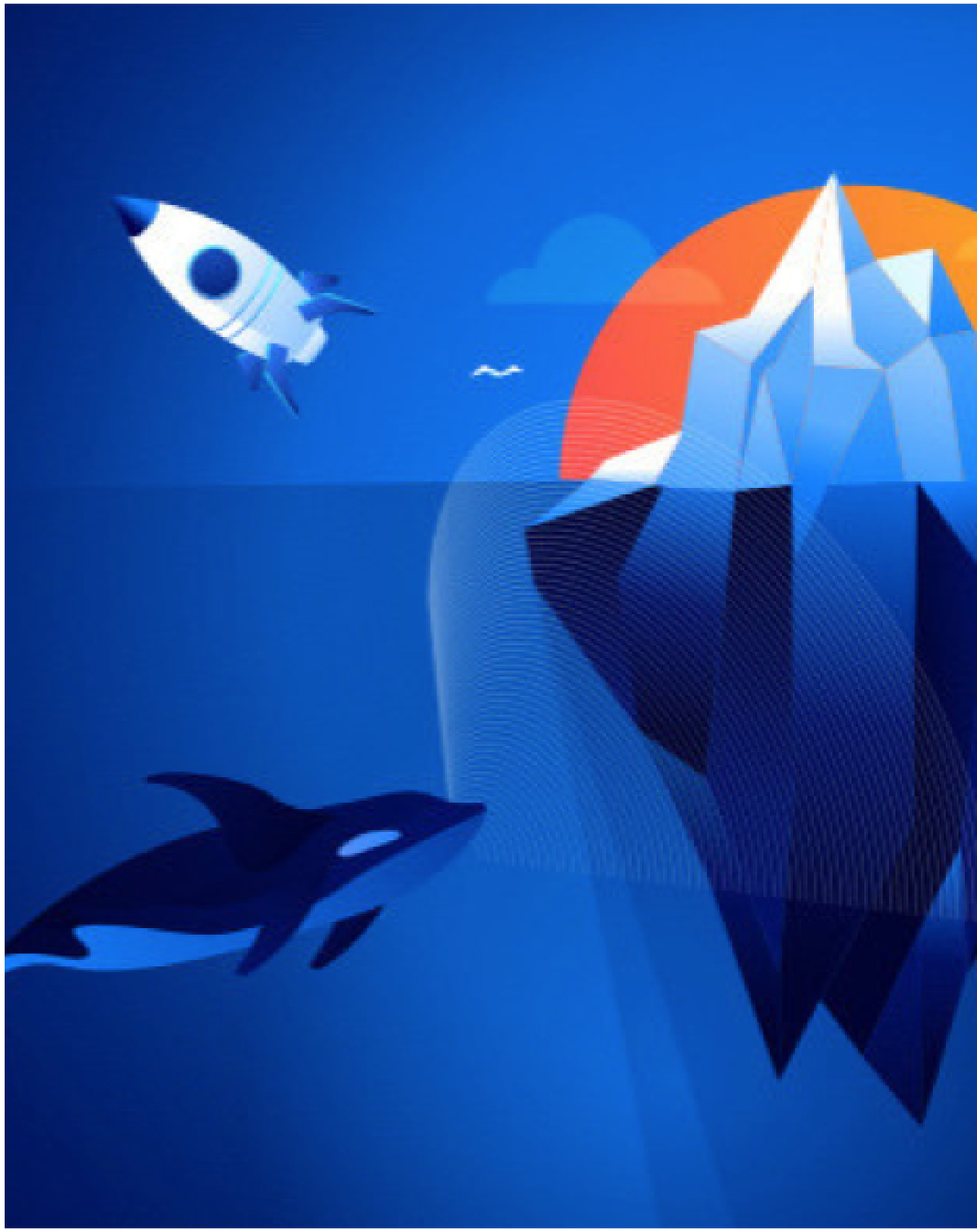
Decrease in Cost-Per-Lead

ABOUT ORCA SECURITY

Orca Security is an industry-leading ai-driven cloud security platform that identifies, prioritizes and remediates security risks and compliance issues across cloud platforms such as AWS, Microsoft Azure, Google Cloud, Alibaba Cloud and Kubernetes. They are the global winners of the 2022 AWS Security Partner of the Year.

THE CHALLENGE

Orca Security engaged Upgrow to help manage their Google Ads and LinkedIn Ads program to drive qualified leads from target accounts and increase demos efficiently, globally across North America, EMEA and Asia-Pacific Japan.



THE SOLUTION

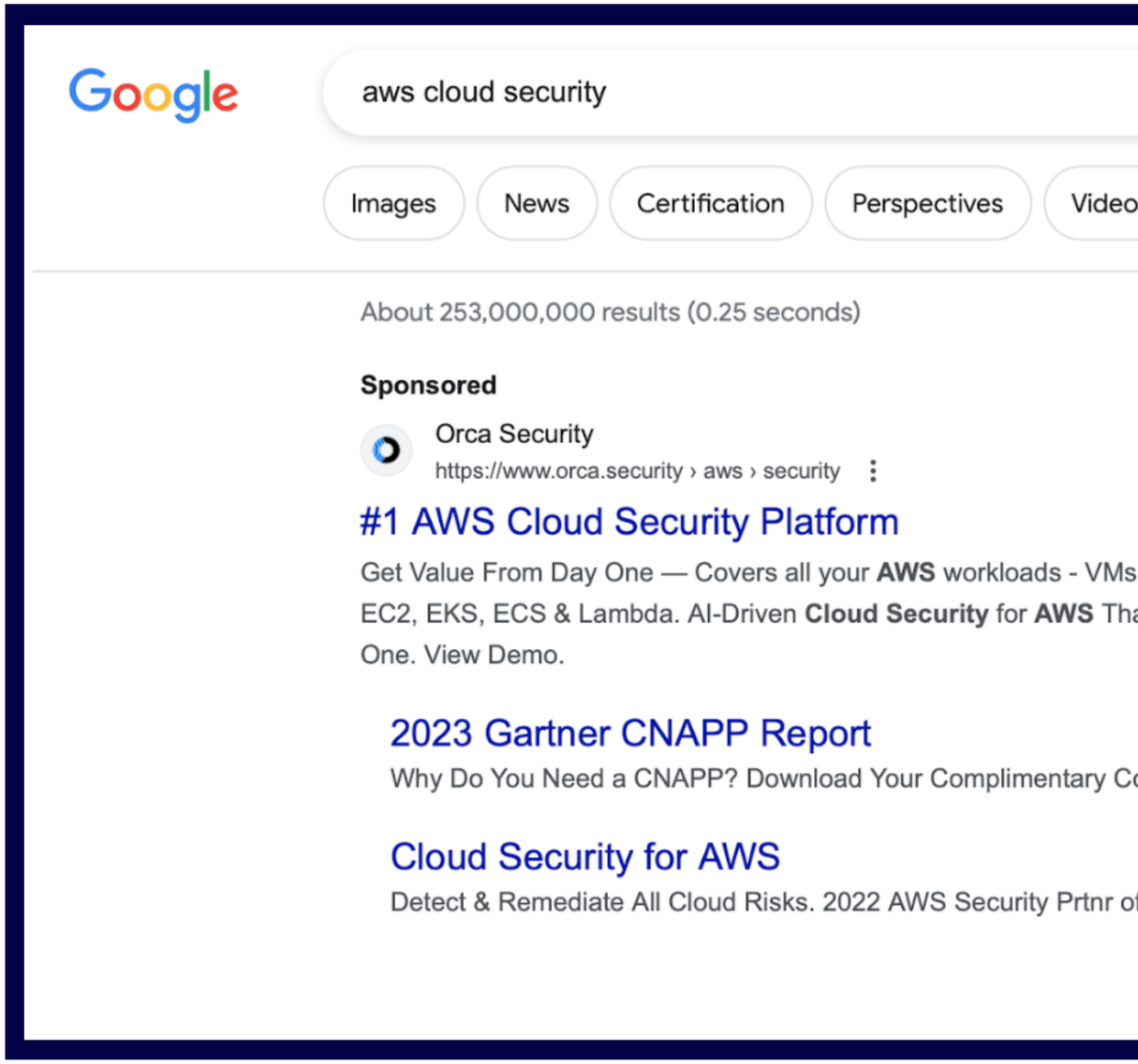
We identified Google Ads as a platform more suitable for driving demo signups based on search intent, whereas for LinkedIn Ads, we focused more on generating top-of-funnel leads with account-based marketing, and driving demos through retargeting.

GOOGLE ADS

We first helped Orca Security analyze their existing campaigns to identify performance opportunities to scale out, as well as opportunities to minimize wasted spend.

Search campaigns were performing the best and where we focused most of our attention towards. Through extensive keyword research, we were able to identify opportunities to expand our list of converting keywords, expand non-branded campaign structures and leverage automated bidding in order to improve our CPC and Cost/Demo efficiencies.

With the sunset of 3rd party cookies on major browsers, we helped Orca Security navigate the tracking landscape of utilizing 1st party data and incorporating enhanced conversion tracking to improve targeting and measurement effectiveness.



GOOGLE ADS RESULTS

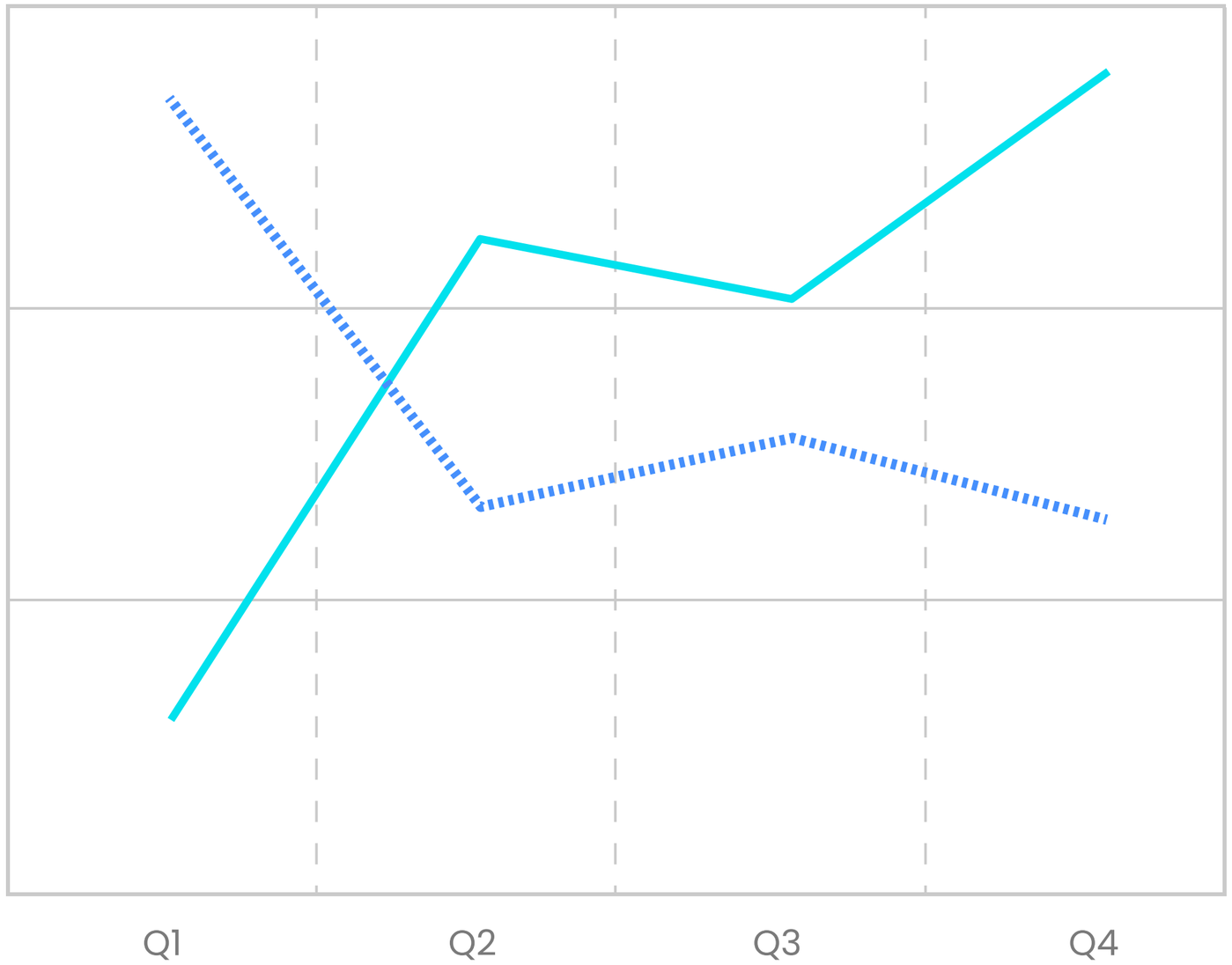
Over 4 quarters, Upgrow has managed to increase Orca Security's demo volume by 163% (Q3 is up 130% YoY) while reducing their Cost/Demo by 41%.

+163%

Demos

-41%

Cost/Demo



THE APPROACH

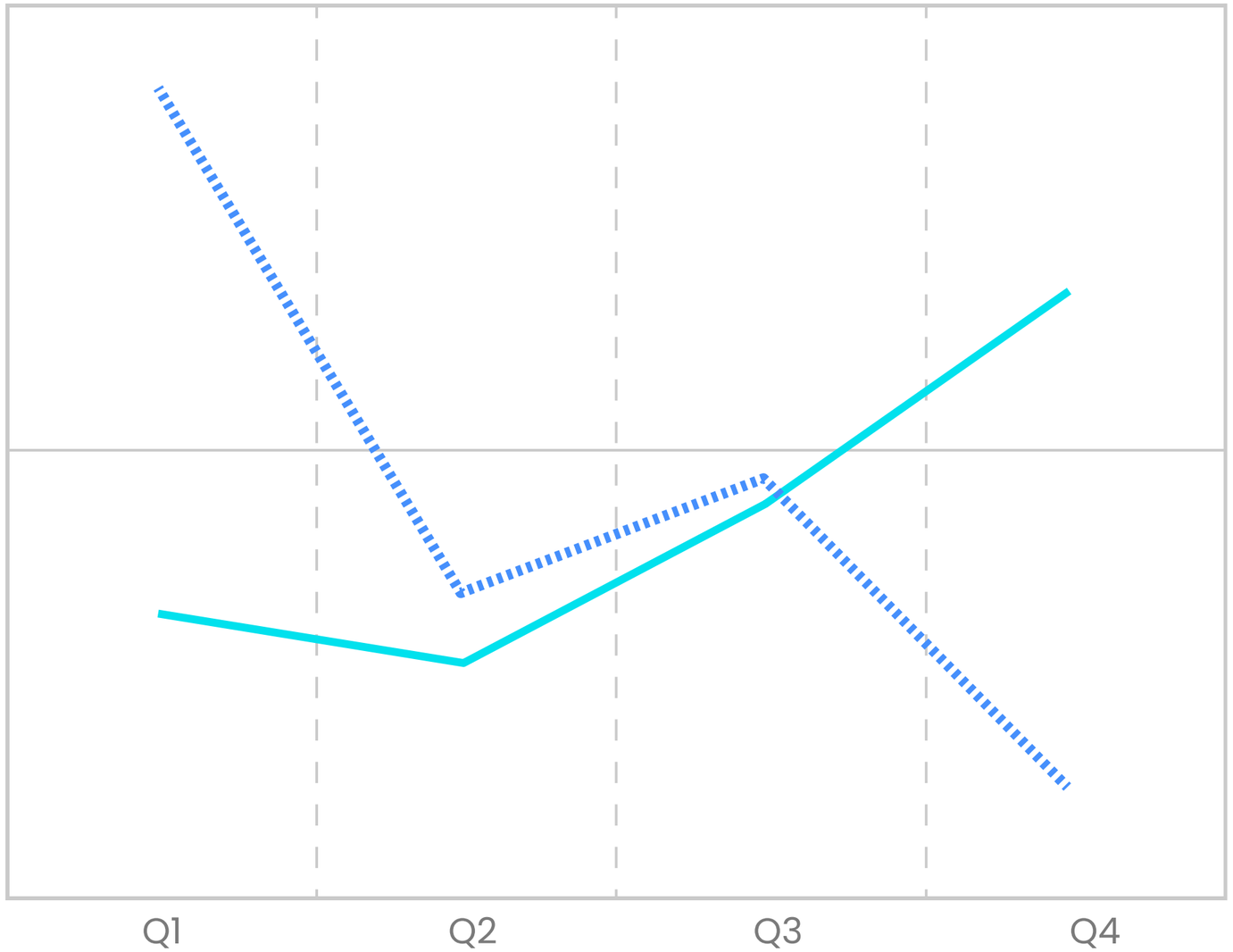
- Aggressive keyword expansion to identify relevant keywords, and negations to reduce ad spend wastage and improve relevance/CTR.
- Bid strategy testing to identify the best-performing bid strategy to improve conversion rate performance

+19%

CTR

-33%

CPC



LINKEDIN ADS

On LinkedIn, we broke out 3 funnels stages of the buyer journey and mapped out how each stage of the buying journey should be targeted:

Top funnel campaigns ran against our target audience in order to build awareness/engagement, as well as a remarketing pool to be used for lower funnel stage targeting.

Middle funnel campaigns promoted asset downloads to help further educate and inform our CISO and cybersecurity practitioner audiences, leveraging single image and document ad formats which performed really well, and lead generation forms.

AUDIENCE

- Chief Information Security Officers (CISO)
- Cybersecurity Practitioners

TOP

Offer	Branding
Objectives	Video Views

MIDDLE

Offer	Asset Downloads (e.g. case studies, guides, ebooks)
Objectives	Lead Forms

BOTTOM

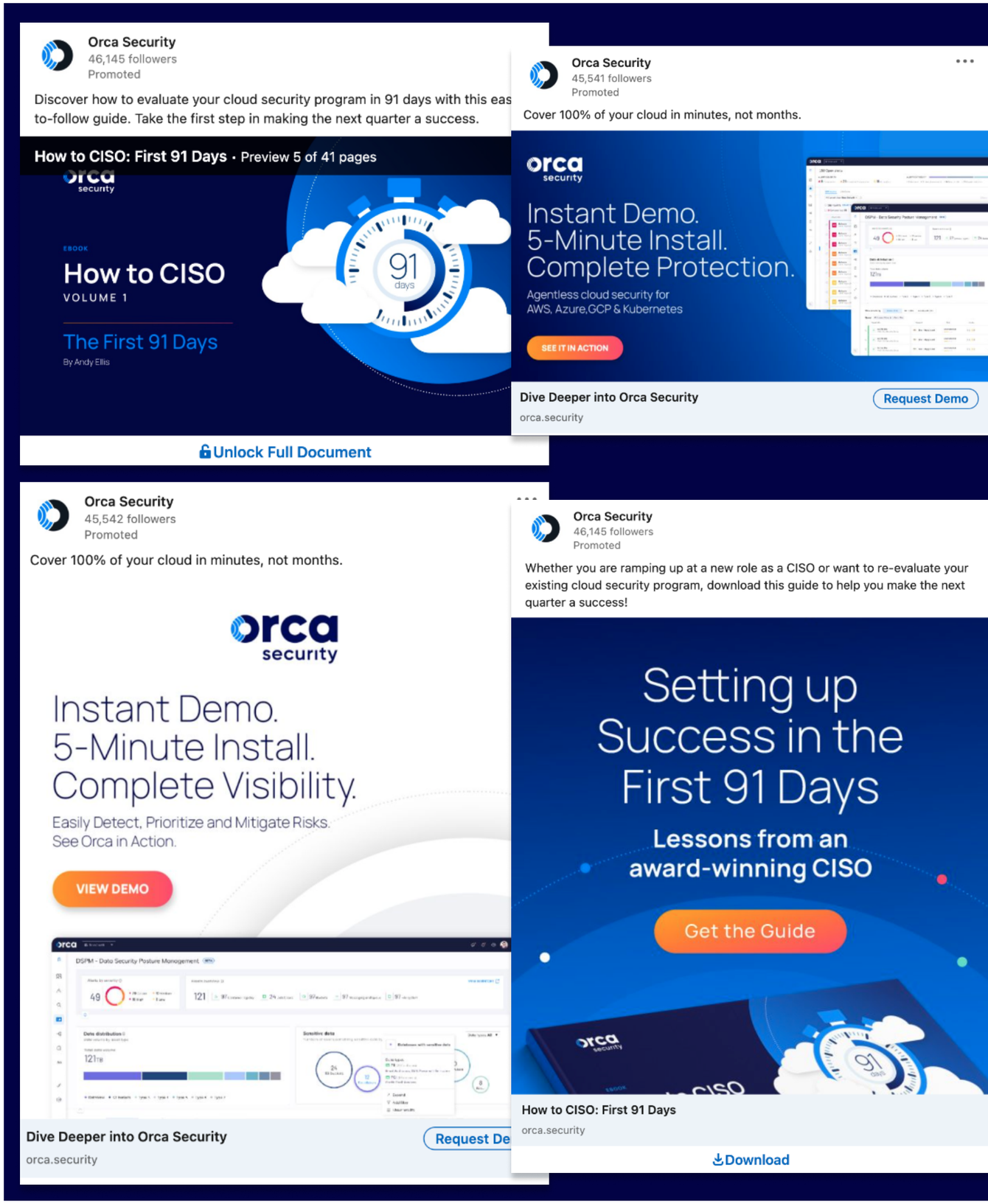
Offer	Demo
Objectives	Website Conversions

LINKEDIN ADS

Initially campaigns were targeting job functions, but through in-depth analysis of job titles that made it through to marketing qualified leads (MQLs), we reworked our campaigns to focus on specific job titles (instead of job functions) that previously MQL'd.

Through this approach, we saw a significant increase in lead volume (+306% MoM) and improvement in cost per lead (CPL) efficiency (-76% MoM).

We also aggressively ran remarketing campaigns to further nurture our higher funnel audiences (e.g. video views, engagers, leads), and website visitors in order to drive them to our bottom of funnel demo offer.



LINKEDIN ADS RESULTS

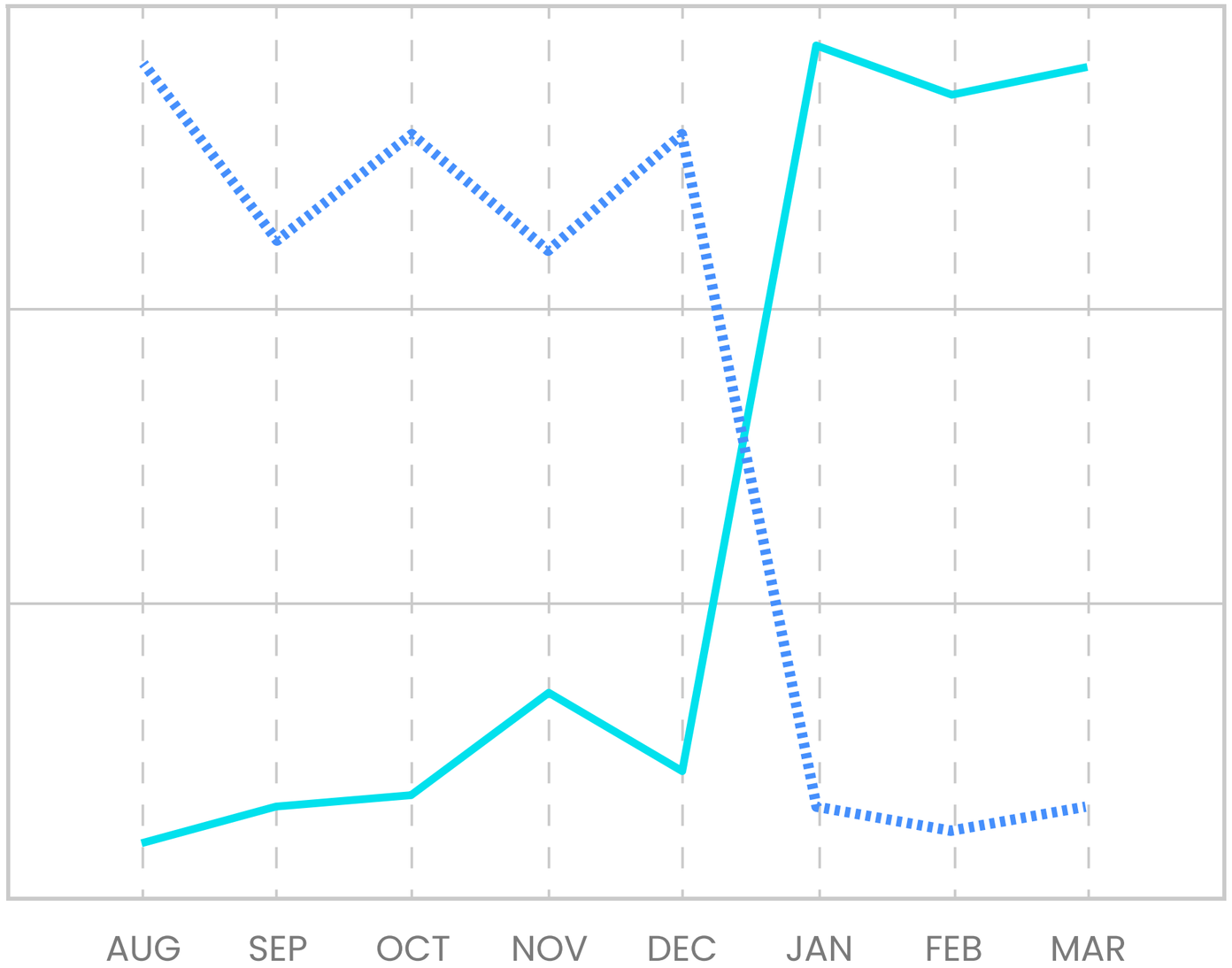
Over a 8 month period, lead volume increased by 462% while reducing Cost/Lead by 78%.

+462%

Increase in Leads

-78%

Decrease in CPL

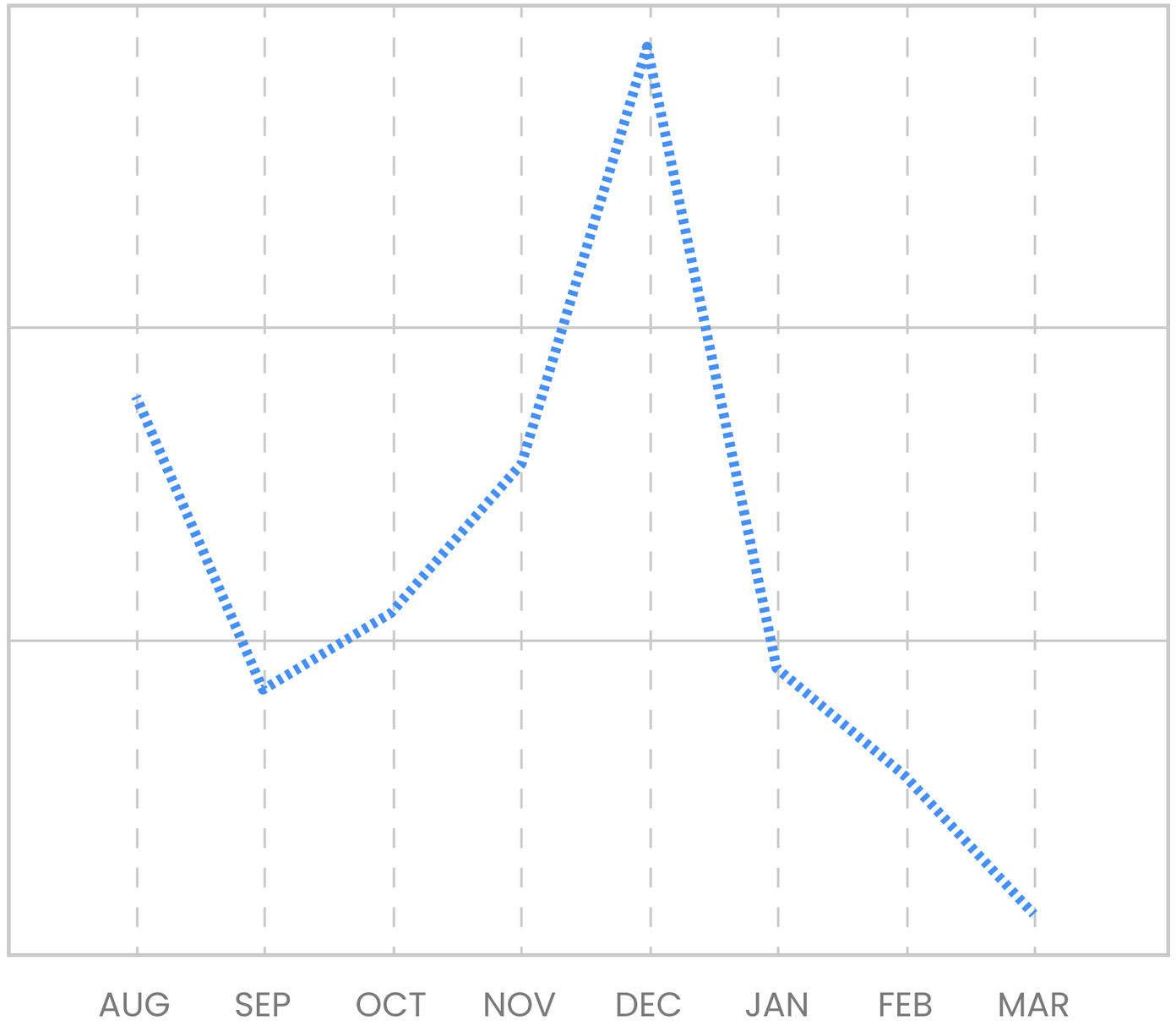


LINKEDIN ADS RESULTS

Over a 8 month period, Cost per Demo decreased by 50% while maintaining demo volume based on budget assignments.

-50%

Cost/Demo



“Since working with Upgrow, we’ve seen the quality and quantity of our leads and demos increase substantially and efficiently. They are great partners in helping us drive growth, from strategy to campaign execution across multiple channels, and are experts in the cloud security space which is very competitive. I highly recommend working with Upgrow if you’re looking to scale your demand generation program!”

— CALEB FURRIER, DIGITAL MARKETING MANAGER

orca security

UPGROW

Ryder Meehan & Danny Ng

CO-FOUNDERS & CO-CEOS

LET'S CONNECT

Get more consistent qualified traffic, leads, and sales than you ever thought possible! Tell us about your goals, and we'll show you how.

Upgrow is more than a marketing agency, we are the engine of growth for **your business**.

contact@upgrow.io

(415) 851-7669

upgrow.io