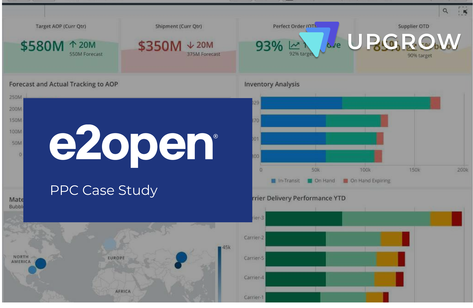
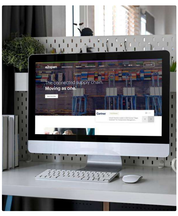


ABOUT E2OPEN

e2open is a leading provider of cloud-based, on-demand supply chain software for some of the world's largest companies. Their network-based technology funnels information from varied operations into a central platform and synchronizes the data to make it usable by software applications.

→ Their customers include 3M, Canon, Kellogg's, Microsoft, Toshiba, and many more. E2open became a publicly traded company in February 2021.



CHALLENGES

e2open engaged Upgrow to efficiently scale lead generation efforts through paid media channels: Google Ads, Microsoft Ads, LinkedIn Ads and Facebook Ads. The success of the program required reaching key decision-makers in logistics roles within enterprise organizations in targeted industries, and driving marketing qualified leads (MQLs).

SOLUTIONS

Working closely with e2open, we helped build out an Account Based Marketing (ABM) strategy targeted companies based on its revenue, as well as identify the different types of offers to help drive and nurture leads in the buyer journey.

For Facebook Ads, we focused solely on retargeting users who had previously converted by further nurturing them with other relevant offers, and re-engaging dropped off users back into the conversion funnel.

For Paid Search, we restructured all campaigns using Single Keyword Ad Groups (SKAGs) to improve CTR and Quality Score. We grouped keywords and ads by theme to make each ad was extremely relevant to each search term. Ad extensions were also utilized to maximize clicks and relevance.

For LinkedIn Ads, we built out ABM sponsored content campaigns offering top of funnel(TOF) assets and leveraged LinkedIn lead generation forms in order to maximize conversion rate effectiveness and MQL Scoring

We also launched a LinkedIn Conversation Ads campaign to drive engagement in a more personalized way, in coordination with the e2open sales team. Our conversation flows were created using personalized macros, offering a variety of relevant offers to appeal to the audience. This type of campaign also allowed us to offer additional assets as the user interacts through the entire flow.

RESULTS

209%
Increase in Lead Volume

63%
Decrease in Cost-Per-Lead

75%
Decrease in Cost-Per-Click

Results after the first 4 months

e2open

"Upgrow has helped us build up and scale our digital program into a lead generation machine, driving tremendous growth to our sales pipeline. They have been an awesome strategic partner for our global digital strategy and I cannot highly recommend them enough!"

-Maggie Williams Dryden, Senior Director Global Digital Marketing

UPGROW

Want results like e2open?

Take the first step towards better leads and filling your funnel.
Meet with one of our growth experts today.

TALK TO AN EXPERT

contact@upgrow.io 415-851-7669 upgrow.io