UPGROW

Split Software

Case Study

ABOUT SPLIT SOFTWARE

Split Software (Split) is the leading product decisions platform for engineering and product teams who want to rapidly and safely deliver valuable software to customers, through feature flagging and experimentation solution.

Their customers include Salesforce, Twilio and WePay. Split has raised a Series B round in February 2018.

CHALLENGE

Split approached Upgrow to help manage their existing Google Ads account and to efficiently scale lead generation efforts on Google Ads and LinkedIn Ads to drive marketing qualified leads (MQLs).

split

SOLUTION

As part of our multi-funnel targeting strategy, we coordinated with Split to identify the strongest top of funnel (TOF) assets to help drive leads, in addition to bottom of funnel (BOF) offers (e.g. free signup).

We then helped create conversion focused landing pages on Unbounce for the TOF offers, integrate lead flow to Hubspot and implement all necessary tracking through Google Tag Manager. We set up multiple variants of each page in order to run A/B tests to continually find the highest performing page. These tests include whether having Languages and SDKs make a difference in conversions as well as different form field requirements, lengths and even positioning.

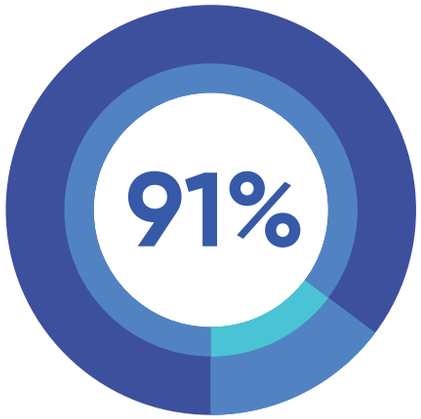
In Google Ads, we completely overhauled the campaign structure to utilize Single Keyword Ad Groups (SKAGs) in order to create hyper-targeted user experience and improve Quality Score. Also, we evaluated historical performance and made performance tweaks, as well as aggressively culled poor keywords and expanded negative keywords list.

In LinkedIn Ads, we ran account based marketing (ABM) campaigns targeting companies and users, and applying demographic/firmographic filters where relevant.

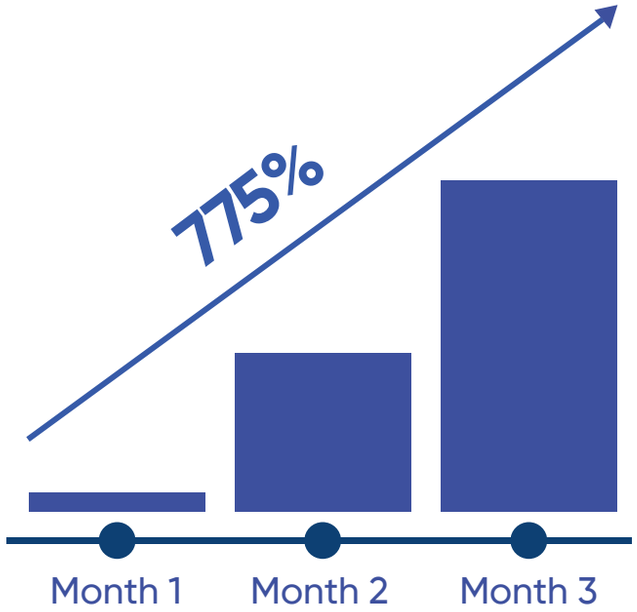
Our overall strategy was to lead with TOF offers in order to capture the lead and help nurture the leads into MQLs through retargeting to BOF offers, as well utilizing Hubspot's nurture workflow.

RESULTS

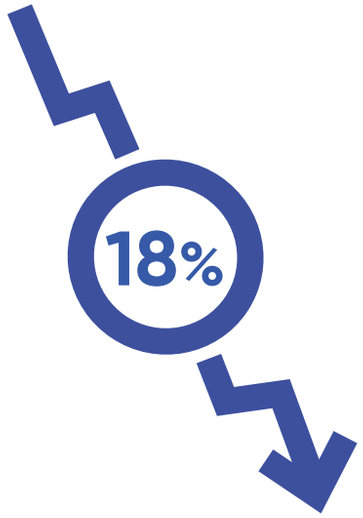
Within **3 months** (vs. previous 3 months), we were able to achieve:



Decrease Cost-Per-Lead (CPL) by **91%**



Increase lead volume by **775%**



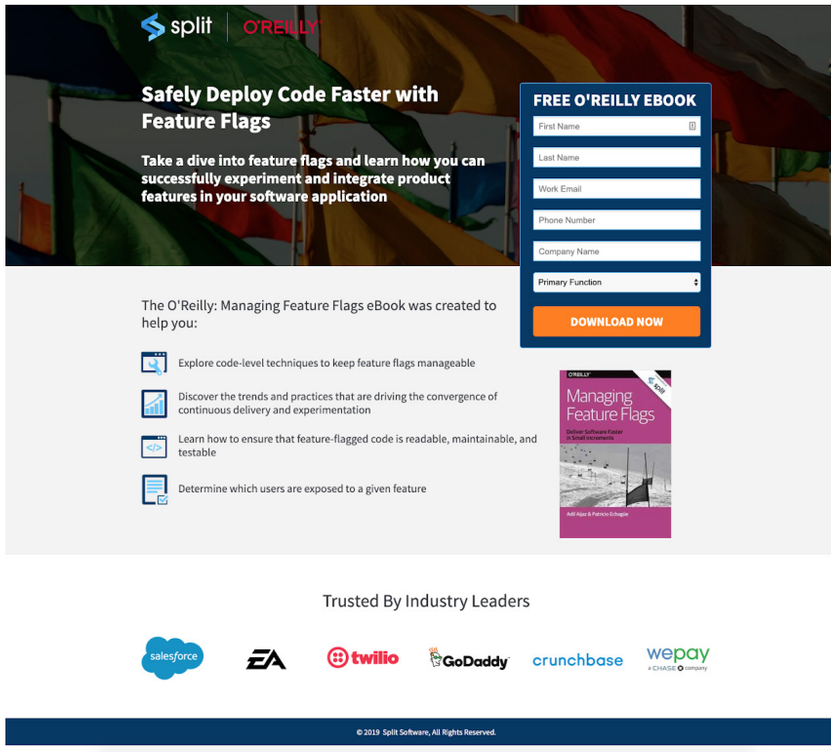
Decrease spend by **18%**

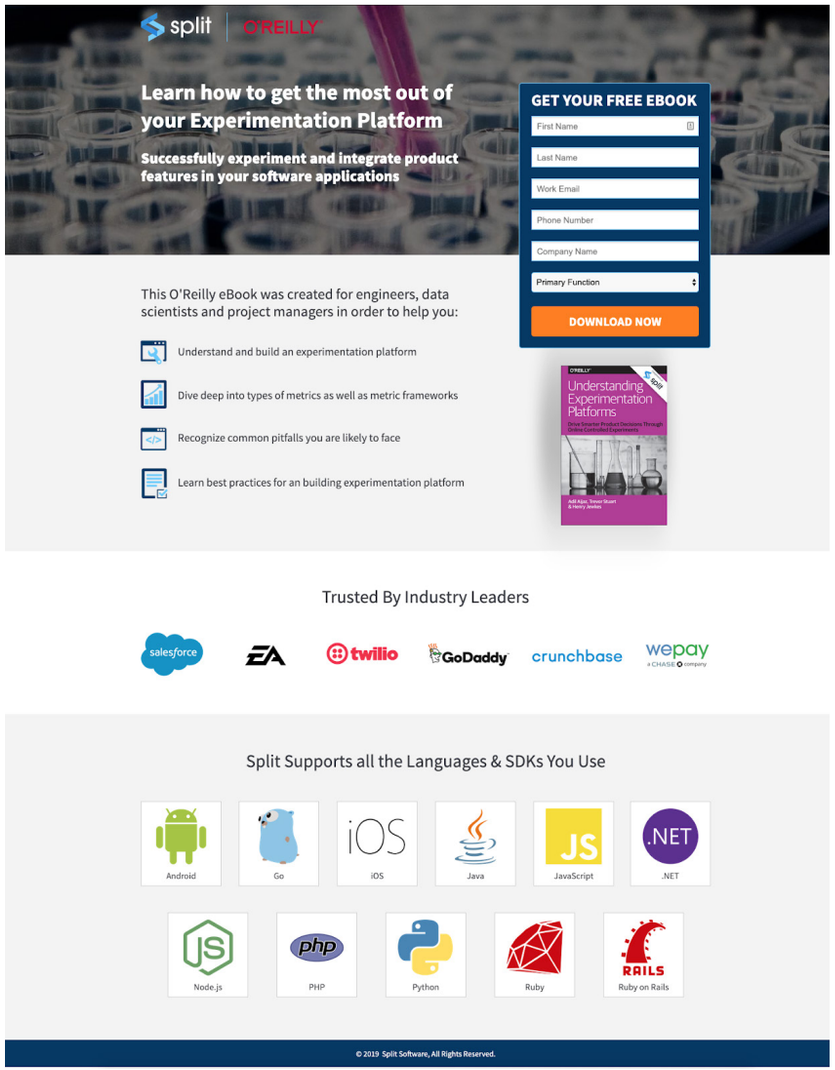
Overall, Split Software was able to acquire substantially more qualified leads very efficiently while spending less.

"Upgrow has helped us scale our growth marketing efforts in driving MQLs through Google Ads and LinkedIn Ads. They have also produced high converting landing pages, saving our reliance on dev and design resources. Upgrow are experts at B2B marketing in the software industry, understanding our product and target customer at a deep level. We're extremely happy with our partnership and would highly recommend them."

– Nick Kephart, Vice President

LANDING PAGES WE CREATED





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