

INTRO

Qualio, a quality management system servicing the medical device, pharmaceutical, and biotech industries, consistently generates leads between \$20 - \$60 per lead and sees a 52% increase in lead volume after ramping ad spend.

OBJECTIVE

To demonstrate how B2Linked helped this eQMS generate consistently low-cost leads using its unique strategic approach to LinkedIn advertising.

STORY

Qualio is the #1 Cloud-based Quality Management System for medical device, pharmaceutical, and biotech companies. Qualio is rated as the #1 “easiest setup” and “easiest to use” of all eQMS systems reviewed on G2. Their expert team ensures a quick implementation, and their intuitive platform is loved by everyone from quality experts to basic users.

PROBLEM

The goal was to utilize LinkedIn to generate a high volume of leads. The client didn't necessarily have a specific goal or number in mind, but wanted to efficiently generate leads at a healthy rate.

What We did

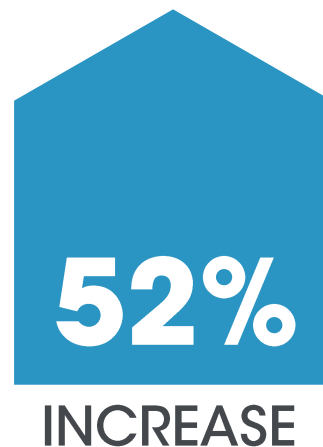
We tested several different offers and ad variations. We found that Qualio really understood the audience they wanted to target and had content offers tailored to their needs. We used B2Linked's strategy of setting up audience targeting to create LinkedIn campaigns revolving around Qualio's target persona. We then proceeded to test different ad variations for various content offers provided by Qualio to the campaigns that we had created.

We also utilized additional targeting methods, such as top-of-funnel retargeting (which included targeting those who had clicked our ads, but hadn't converted) and ABM lists.

OUR IMPACT/RESULTS

By utilizing B2Linked's strategy for setting up campaigns and promoting relevant content to our intended audience, we've been able to consistently generate leads at an average cost between \$20 - \$60 per lead. Qualio has also recently opted to scale their budget by 60% in order to continue to generate a high volume of leads at an optimal cost.

After implementing this change, we saw a **52% increase** in leads after ramping spend.



Last month (May 2021), we saw a large increase in pipeline with 2 closed-won deals, which calculates to roughly **550% ROAS.**

TESTIMONIAL

"I've really enjoyed working with AJ's team. Their approach to campaign architecture and audience targeting makes a lot of sense. We've been happy with the results as we've scaled up our LinkedIn program."

- Grant H. Dir. of Marketing, Qualio

TEAM MEMBERS INVOLVED

Grant Hibbert - Point of contact for Qualio.

Prompt and collaborative in both written and verbal communication. Reviews optimizations and strategies and provides feedback/approval. Provides offers and other ad assets.

Fran Carroll, Grant Smith, Kyle Marsden (Current) - B2Linked Account Managers.

Manage the account on a daily basis. Implement optimizations and offer strategic advice for improving ad performance.

Eric Jones - B2Linked Marketing Director.

Offers overall strategy and recommendations for optimization, if needed.

Start A Conversation

From our first conversation, you'll be working only with seasoned experts.

So don't be shy – reach out! We'd love to hear from you.

- Address: Silicon Slopes, Utah
- Twitter: @B2Linked
- LinkedIn: [linkedin.com/company/B2Linked](https://www.linkedin.com/company/B2Linked)