



CASE STUDY

PDFTron Enterprise Tools For PDF Software

Endeavor's Digital Marketing Strategies Significantly Increase
Sales Qualified Leads And Return On Ad Spend For Global
PDF Enterprise Developer Software Tools Provider

Client Overview

PDFTron was among the first companies outside of Adobe Systems to offer PDF development tools. As they expanded into a global presence, they brought their enterprise PDF tools and offerings to mobile for today's on-the-go application users.



Services



**Conversion
Optimization**



**Data Visualization
& Reporting**



**ABM
Advertising**



**Strategy &
Planning**



**Paid
Search**



**Paid
Social**



**Optimized
Creative**

Endeavor Increases Paid Media Sales Qualified Leads by 184% and Increases Landing Page CTA Conversions by 117%



Highlight Stats

184%

**Increase In Paid
Media Sales
Qualified Leads**

117%

**Increase In
Landing Page CTA
Goal Conversions**

232%

**Decrease In Paid
Search Cost Per
Conversion**

35%

**Increase In
Page Sessions**

Summary Overview

Facing their toughest challenge to date, Endeavor was asked to squeeze even more revenue and performance out of an already incredibly well-optimized paid media account. Doing what they do best, Endeavor put on their creative caps and got to work.





Challenge

Taking over a new account is never easy but it's even more challenging when the previous marketing team produced exceptional results. Endeavor encountered this with PDFTron, taking over a well-optimized account that had been managed near perfectly with the challenge of producing more sales qualified leads and further improving return on ad spend (ROAS).

Solution



Activate Real Time Data Insights

While the results were quite good, PDFTron was heavily reliant on time-consuming manual reporting. Endeavor's first step in optimizing their paid media system was to ensure proper tracking, management and flow of campaign data. By building PDFTron a slew of paid media dashboards, Endeavor could access key data insights needed for further performance enhancement - in real-time



Identify and Expand Topic Opportunities

One of the more prominent changes made to PDFTron's paid search strategy, was to pinpoint potential buyer demand generation search topics that hadn't already been targeted. In our audit, we were delighted to discover a major opportunity surrounding a specific group of product-related topics had major potential to capture untapped high-quality potential buyers.

Endeavor worked with PDFTron's internal team to create automated workflows and develop enhanced conversion pages for each of the new opportunity campaigns. The pages were immensely successful, with lower bounce rates than previous averages and significant CTA conversion gains over PDFTron's other paid media landing pages. Endeavor's newly created campaigns and optimized pages played a pivotal role in driving additional sales qualified leads and paid media revenues.



Ad Spend Enhancements & Optimizations

Another major contributor to Endeavor's success - in generating qualified lead growth and improved return on ad spend - was ad spend optimization. Of the numerous data-driven spend optimizations, two had the highest impact: increasing paid media sourced webinar traffic and identifying and optimizing budget for peak demand buying windows. Before increasing spend, Endeavor created an all-encompassing paid webinar strategy that, with the webinar spend enhancement, drove more target audience attendees and improved marketing qualified lead to sales qualified lead conversion rates.



Results

Even with an exceedingly well-optimized account, Endeavor was able to increase paid media ROAS by 39%. Here are some of the other KPIs that were complimentary to Endeavor's success:

Paid Media

- **184%** Increase In Paid Media Sales Qualified Leads
- **39%** Increase In Paid Media Return On Ad Spend
- **953%** Increase In Paid Media Webinar Registrations

Paid Search

- **232%** Reduced Cost Per Conversion
- **23%** Increase In CTR (Non-Branded Keywords)
- **44%** Average Account Quality Score Increase

Digital Experience Optimization

- **117%** Increase In Landing Page CTA Goal Conversions
- **35%** Page Sessions Increase
- **18%** Reduction In Landing Page Avg. Bounce Rate

Thank You