

CASE STUDY: SaaS STARTUP

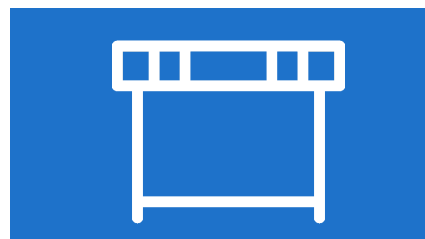
PARTNER OVERVIEW

Cincinnati-based software as a service startup. The company sells software to quick serve restaurants to help franchisees better manage their operations.



GROWTH HURDLE

Leadership had no one internally who could build, manage, and optimize their Facebook Advertising strategy. Realizing that hiring someone internally didn't make financial sense, they decided to pull in Grey Matter as an outside resource.



OUR SOLUTION

Grey Matter was pulled in to create the entire Facebook advertising strategy from scratch. We worked with leadership to identify proper target markets, estimate paid spend, craft all ad copy, as well as test and measure all campaigns. Grey Matter crafted over 20+ campaigns and 100+ Facebook Ads, constantly measuring and optimizing for the most effective ad campaigns. Grey Matter eventually was able to test and dial in on the most effective ad variants that would create a predictable stream of leads.



OUR RESULTS

1 Lead/Day On Average Since August

778,231 Impressions as part of a 1 month awareness campaign

Less Than \$1,500/month in ad spend invested during campaigns

