



## CASE STUDY

HOW B2B STARTUP  SECUREDTOUCH  
BECAME A LEAD GENERATING MACHINE

AUGUST 2019



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# A Word About SECUREDTOUCH

SecuredTouch is an expert in behavioral biometrics-based fraud detection solutions for online retailers. Using machine learning, their technology continuously analyzes hundreds of data points to detect sophisticated fraud at every stage of the customer journey while improving customers' user experience.

Best of all? Users are oblivious to SecuredTouch working behind the scenes; there are no passwords and no hassles.

## Key marketing challenges

1. How do we drastically increase the pipeline MQLs in a short period of time?
2. Where should we start? And when?
3. Oh, limited budget

These were the burning questions SecuredTouch had when they kicked off work with Marketing Envy.



***“As with most startups, our mission was to make maximum impact with limited budget. We were really cautious not to blow our budget and needed to work very quickly in order to fill the pipeline with MQLs.”***

Noa Ben-Ari, VP Marketing at SecuredTouch.

# Enviably Marketing Strategy

**SecuredTouch began working with Marketing Envy in February 2017, and their results are frankly - fabulously enviable.**



Establishing an  
inbound marketing  
strategy including  
content and  
social media



Comprehensive  
and finely  
tuned Hubspot  
implementation

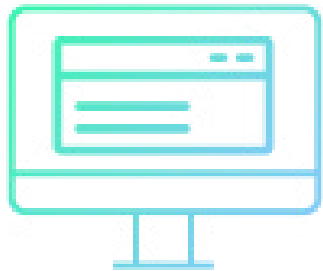


Establishing  
multi-channel PPC  
campaigns targeting  
multiple target markets  
and geographies

# PPC Strategy Highlights

Once you have a solid inbound marketing strategy and campaigns in place that produce organic leads through divine content, PPC can further pump the influx of your leads and MQLs.

## Methods and Recommendations



### Assets:

- Ideally, start with 2 assets because it's always good to have options and see what works. For example, the whitepaper performed better than the case study or webinar.



### Warm up the PPC channels:

- Launch slowly on 1 or 2 channels (max) and don't spend all your monthly budget in the first month (trust us, you'll want it for later).
- Start LinkedIn ABM only; test lead gen forms vs. sending to dedicated landing pages.



### Targeted audiences:

- Narrow down your audience selection to the titles and industry that fit your ideal persona.
- Optimize according to audiences; i.e. which ones are clicking and downloading your assets.



# PPC Strategy Highlights

## Testing and optimizing:

- Optimize your campaigns continuously based on sales team feedback about the quality of leads (unqualified/MQL/SQL), not just the number of leads. For example, if one campaign generated many leads but not enough MQLs and the CPQ is higher than other campaigns, this campaign needs to be optimized or paused.
- Once you have the feedback from the sales team, look into the best MQL profiles on LinkedIn and search for look-a-like to target, including job titles, skills, groups, etc.
- Test, test, and more testing; from your targeting, bidding, images, ads, and assets to lead gen forms. For example, by making the form headline simpler with a clear CTA, we increased the conversion rate from 6.54% to 12.65%.



By changing our bidding strategy from automated to manual, **CPC was reduced by 24% within 2 weeks.**





# Best Practice Ads

Examples of good ads:





# Enviably Results

## Key Achievements:

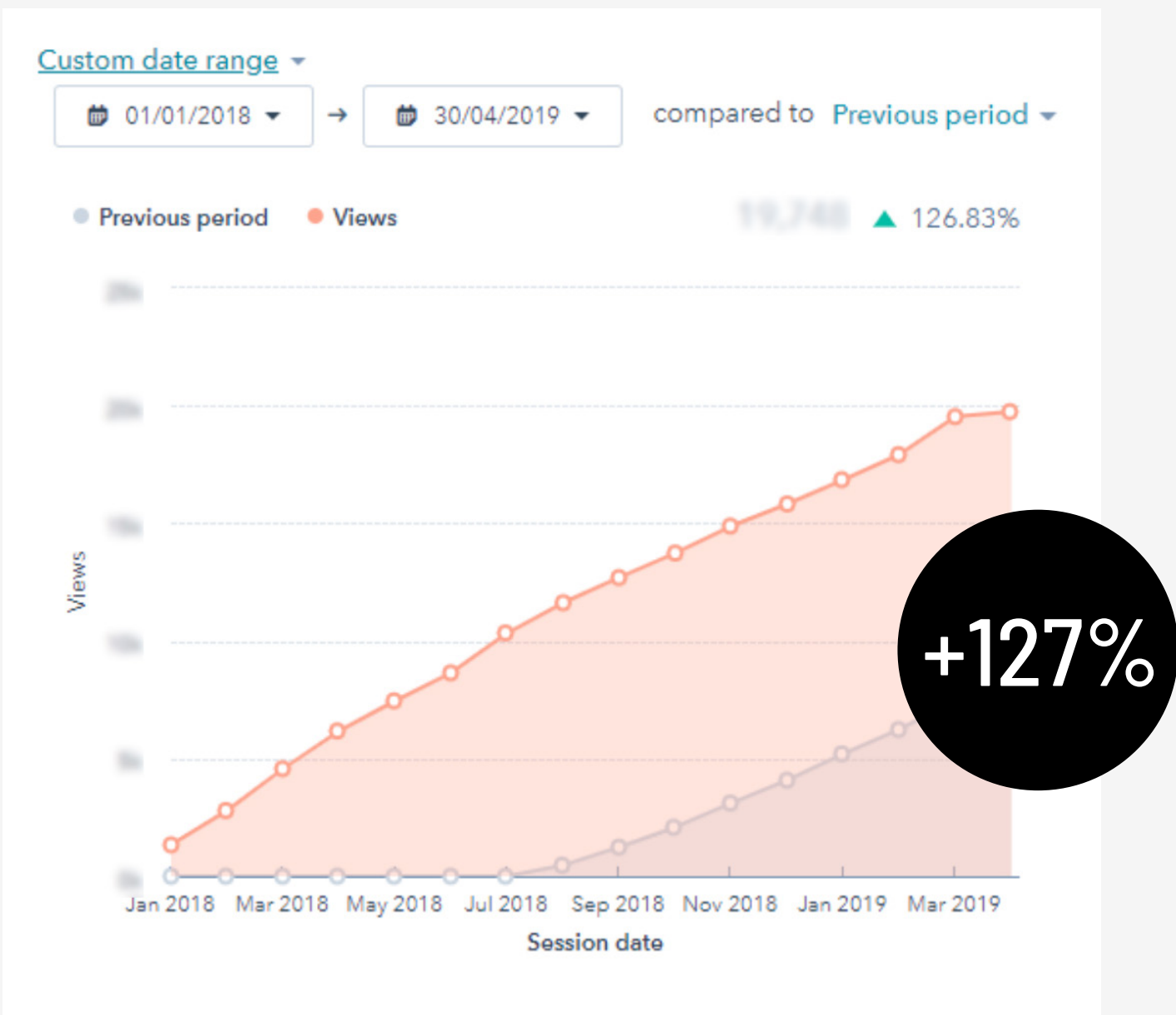
### Organic content

that is driving over 133% of all traffic to the website



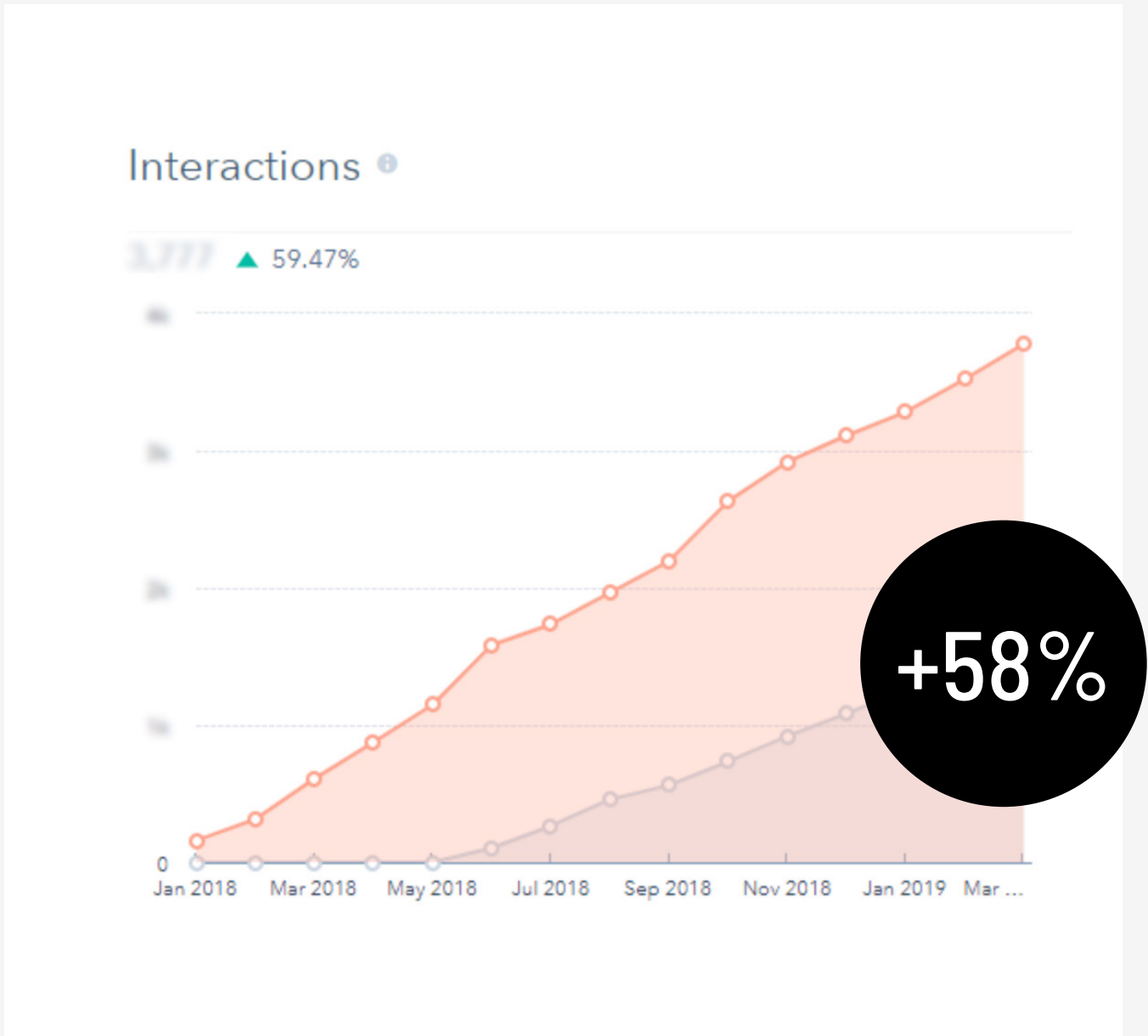
### Blog readership

increased by 127%



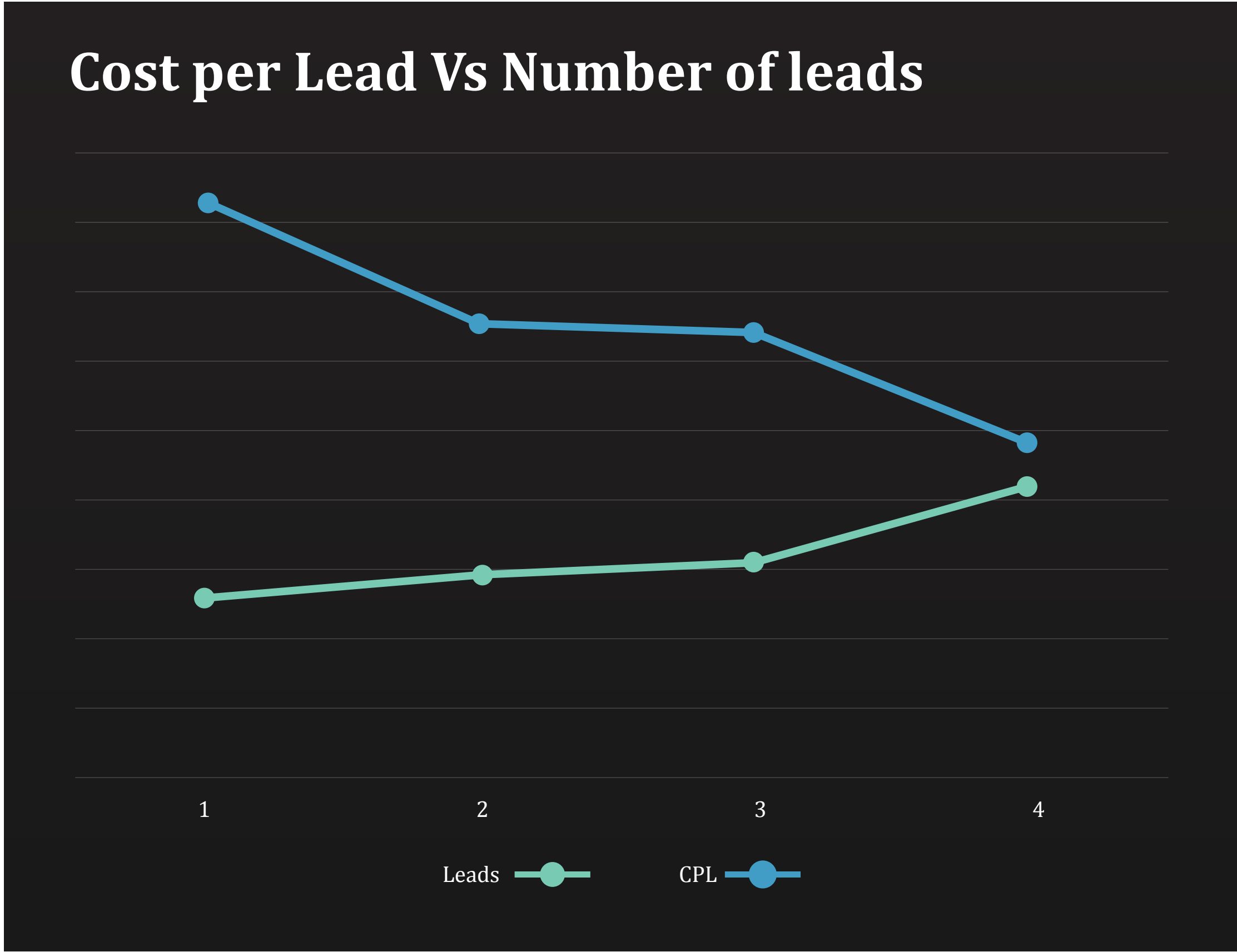
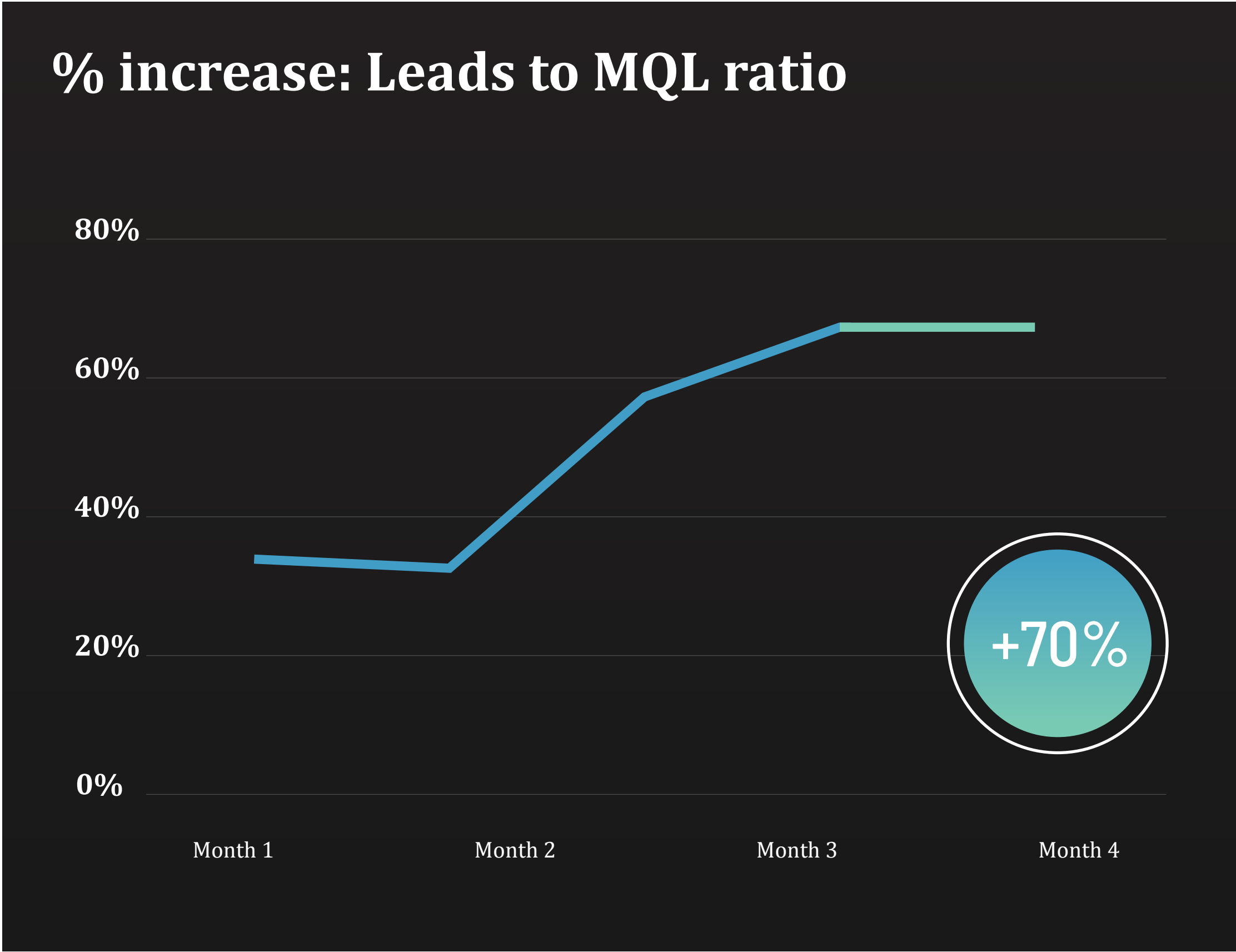
### Social media

engagement increased by over 58% annually



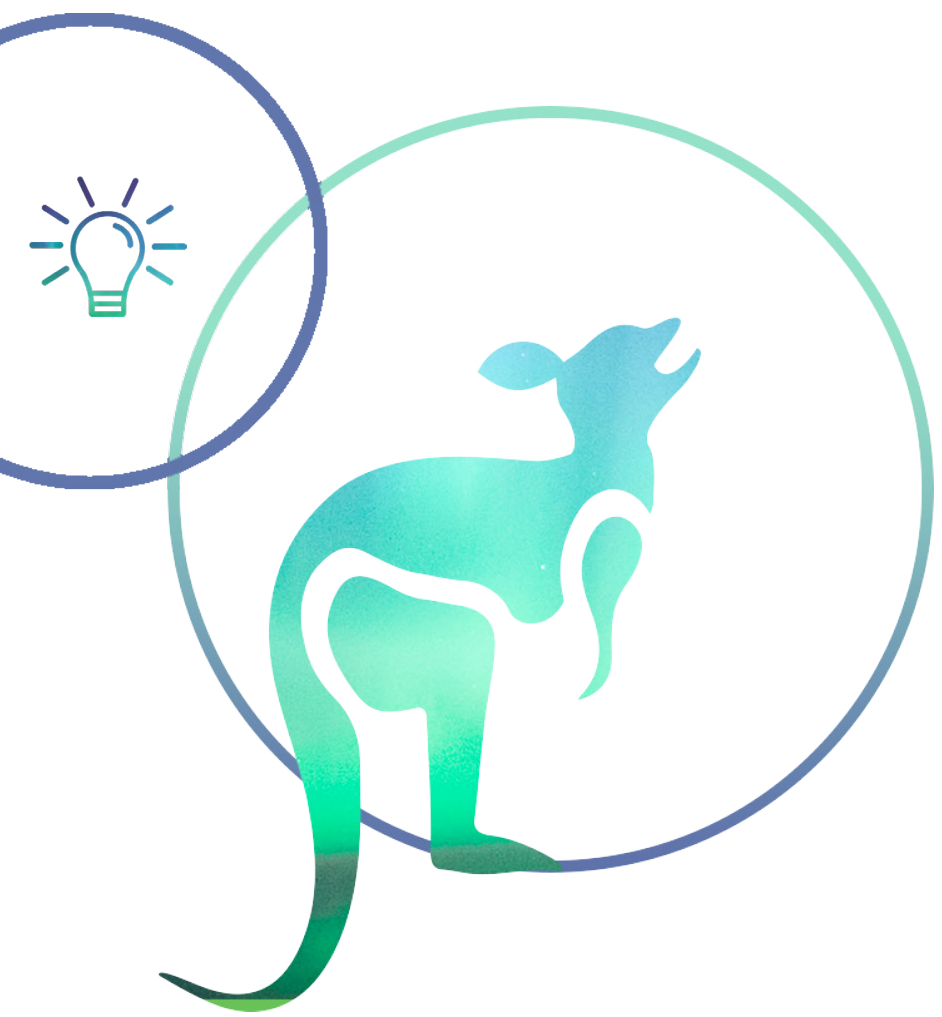


# Achievement in PPC Campaigns





# Why SecuredTouch selected Marketing Envy



- Great bunch of experienced B2B marketers who speak our language and understand our challenges.
- Very good at what they do, namely creative messaging, PPC/leadgen, inbound marketing such as blogs and social, and Hubspot.
- Plug 'n play: hiring the same resources internally would be far more expensive and time-consuming, not to mention that there is a skills shortage for many marketing roles.



***“Marketing Envy are an indispensable extension of our marketing team. Their experience in inbound marketing and paid campaigns for FinTech has enabled us to generate the leads we need to build our business in a very tight space”.***

Noa Ben-Ari,  
CMO at SecuredTouch





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