



## CASE STUDY 2022

Under our oversight and guidance, the team at Lighthouse Global, a legal services company (~\$200M), saw 340% web traffic growth, at a 72% reduced cost, resulting in 60% of 2022 MQL targets being reached by the end of March!

### Overview

Lighthouse Global was a sales led, legal services company (~\$200M), looking to launch a SaaS offering to supplement their enterprise eDiscovery service business. Their marketing department had previously focused on events, on-demand sales collateral, and ad-hoc campaigns to assist the company, but never had goals/KPIs they were held to in driving revenue for the company. They were looking to introduce a new technology to the eDiscovery Legal Services market, which they had been serving the enterprise side of, for the previous 25 years.



Digital Account Based Marketing was the cornerstone of our success.

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### Challenge

- Covid-19 has changed the in-person sales process that the company has historically relied upon.
- B2B buyers have gone digital and are 57% of their way to a buying decision before they're ready to speak to a sales person.
- Company doesn't have the experience or skill set to go to market digitally



## BENEFITS

By bringing in an expert, Lighthouse had no learning curve in designing & executing their digitally focused account based marketing strategy. In the matter of a few months, their top accounts were documented, the buying committee members found and brought into their CRM, and an Omni-Channel digital strategy put in place to start driving MQLs!



Ian has a great analytical mind and knows how to use the data to inform strategy. He's smart, inquisitive and up to date on the latest trends and technologies. He has a cool head under pressure and is a pleasure to work with. I highly recommend Ian for digital / growth marketing strategy.



## SOLUTIONS

01

### Fractional CMO

Bringing Lighthouse Global the experience and expertise necessary to get the job done without the learning curve.

02

### Account Based Marketing

Helping define, target, and reach the full buying committee at top target accounts driving engagement through MQL.

03

### Paid Media Oversight

Partnering with the Lighthouse Global team to oversee the media buying strategy to drive traffic, engage prospects, and create MQLs.

## RESULTS

### 72% Cost Reduction

The CPC & CPM across the Lighthouse Ad Platforms was reduced by 72%

### 340% Traffic Increase

While reducing the CPC & CPMs by 72%, we were also able to increase traffic by 340%

### 53% Engagement Rate

Over half of the top 2000 accounts engaged with over 3 pieces of branded Lighthouse content.