



WE SCALED PAID SEARCH AND BUILT THE STRUCTURE



THE PROBLEM

The client had no way to connect marketing activity to sales outcomes. Without live data or structured reporting, investment decisions were made without evidence. The sales team had no shared visibility into pipeline performance, making it impossible to identify which leads were closing and where they came from. Our task was to build on existing success and scale revenue. We needed to develop systems to measure, maintain, and track the results.

BENEFITS

They went from no data infrastructure to a 5x return on paid search, with sales exceeding ad spend and a dashboard giving the team real-time visibility to make confident, data-driven decisions.

”

"They helped us get clarity on what marketing was working, what wasn't, and where to direct our energy. They created clear and actionable data, marketing content, and more."

✉ sales@sottodirective.com
📍 www.sottodirective.com

RESULTS

01

Paid Search ROI

Consistent growth year over year

02

Bing Ads Converting

BING has become widely used

03

Communication Alignment

Communication and Reporting Established

04

Full Data Visibility

Data driven decisions daily

