



How Powered by Search's B2B SaaS Expertise Helped Collibra **Exceed** **their Marketing Targets**

Case Study

"I would highly recommend Powered by Search. Their team is a unique combination of talent that definitely knows the B2B space."

Natalia Ekisheva,
Director of Performance Marketing, Collibra



Highlights

Challenges

- Replacing a generalist agency partner that no longer served their marketing needs
- Finding a partner with extensive B2B SaaS experience
- Improving strategy for paid and organic channels across North America, EMEA, and APAC global regions

Solution

- Partnering with a collaborative team of B2B SaaS marketing experts
- An omnichannel, unified approach to digital marketing
- Refining targeting and optimizing spend

Results

- 20% reduction in CPL
- Refining ICP to get more and higher-quality leads for less spend
- Building a solid relationship with a trusted advisor
- Consistently exceeding targets—in Q2 2023, they've:
 - Exceeded new business attributed pipeline target
 - Exceeded paid media leads target
 - Outperformed MQLs stretch targets across all regions through performance media and organic search



Collibra's Data Intelligence Cloud brings flexible governance, continuous quality and built-in privacy to the world's leading brands.

Challenges

Unifying paid media and SEO—with expert strategic support

As a leader in data intelligence, Collibra is on a fast-paced growth trajectory. The company was listed on the [Forbes 2023 Cloud 100](#), and has ambitious goals for the coming year.

Of course, one of the keys to fast-paced growth is effective, targeted marketing across the board.

As Director of Performance Marketing Natalia Ekisheva explains:

“Our goals are very aggressive, and we definitely need to partner with agencies who move at that pace.”

Unfortunately, Collibra's previous marketing agency partner was having a hard time keeping up. Their processes were siloed, and the communication between their paid media and SEO teams left a lot to be desired.

“The collaboration between the teams in the previous agency was disjointed,” Natalia says. “There was a lack of communication and cohesion.”

The marketing agency that Collibra had partnered with were generalists—they didn't have the specialized knowledge required to be successful in the B2B SaaS space. Their tactical support was valuable, but they couldn't give Collibra the strategic edge the company needed.

“The SEO team in particular followed our lead,” Natalia says. “They didn't provide us with a good SaaS architecture for our website. They didn't challenge us. Their work was mostly reactionary and very tactical.”

Paid media campaigns were inefficient in terms of budget and targeting. The Collibra team needed to get better results without spending more, before they could consider scaling up paid media programs for further growth.

Collibra needed a strategic partner with B2B SaaS expertise who could help them build a cohesive, omnichannel presence across paid search, paid social, and organic search to accelerate growth.

“We wanted a smoother, more cohesive execution, and we wanted to work with experts who had knowledge of the space,” Natalia says.

It was time for a change.



The Powered by Search team made an immediate and lasting impact with their SEO program approach, providing invaluable strategic guidance and recommendations for optimizing the structure of our SaaS B2B website. Their approach pushed us not just to take steps, but to leap forward in improving performance of Collibra.com.”

Solution

Expert partners with a proven methodology

Powered by Search was referred to Collibra's RFP by one of the largest performance marketing firms in the world. From the start of the RFP process, the Collibra team was impressed with Powered by Search's expertise in both paid media and SEO, as well as their team's knowledge of the B2B SaaS space.

"They were very smart, thoughtful, eloquent, and knowledgeable about the space," Natalia says. "Powered by Search was definitely culturally closest to Collibra. They're agile, they don't overstaff accounts, and they could give us dedicated resources. At the same time, they understood the challenges of our space."

A unified strategy

Powered by Search helped Collibra unify its digital marketing with a cohesive, omnichannel approach focused on maximizing annual recurring revenue (ARR) and optimizing spend.

"In programs where we weren't tracking those metrics (like SEO), they started bringing up those themes and making sure all of our different efforts worked together towards our goals. They looked at all of the programs with the same lens," Natalia says.

Powered by Search partnered with Collibra on several key initiatives for paid media, SEO, and regional activities.

For paid media, that included:

- Testing and experimenting on bid strategies, ad copy, ad targeting
- Updating ad copy and landing page copy
- Pausing or restructuring low-performing campaigns
- Audience targeting, and especially including job titles as a metric on LinkedIn ads

For SEO, Powered by Search focused on:

- Sunsetting outdated content that was hindering website performance and buyer journeys
- Refreshing and adding depth to content on key pages to improve page level topical relevance
- Structural updates and internal linking across key pages to enrich user experience

For regional performance:

- Driving content downloads and web form conversions by testing new ad formats, copy, and creative with a combination of newly launched resources and refreshing existing website content
- Optimizing targeting, exclusion criteria, and negative keywords to narrow the audience based on ICP. This helped to target a more relevant audience and improve lead quality
- Applying target account lists in regional campaigns to reallocate budget toward countries that are driving higher new business pipeline, and limiting exposure in countries that drove high impressions but minimal pipeline growth

Natalia is thrilled with their collaborative, proactive approach:

“Their execution is far better than our previous agency. I think that a lot less things were missed, and there is always a post-launch QA for each initiative that was lacking with our previous partner. We always send a test lead. We always verify that everything is working from the technology perspective. So we were set up for success whenever we start a campaign.”

A valuable partnership

Powered by Search's execution has been invaluable for Collibra, but it's their strategic expertise and communication that Natalia values most.

“Their communication is very thoughtful and personable. They combine the human element and the business element quite well. They really hire fantastic people,” she says.

She trusts their strategic input and collaborative approach. The Powered by Search team are never afraid to disagree with her on strategy—but they’re always willing to listen.

“If I disagree with something, they take it into consideration and they’re always ready to admit that they weren’t thinking about XYZ,” she says. “Same goes for me. If they bring up an issue that I didn’t think about, I start rethinking the way I was approaching it. It’s definitely a partnership in the truest definition.”



“It’s definitely a partnership in the truest definition.”

Results

Exceeding ambitious marketing growth targets while decreasing overall spend

Powered by Search’s optimizations have allowed Collibra to exceed ambitious marketing growth targets while decreasing overall spend.

In Q2 2023, they’ve managed to:

- Exceed new business attributed pipeline target
- Exceed paid media leads target
- Outperform MQLs stretch targets across all regions through performance media and organic search

They’ve also helped Collibra refine their ideal customer profile (ICP). Now, Collibra gets more higher-quality leads for less spend. By the end of Q2, they had over a 20% reduction in cost per lead (CPL).

“It’s really great that we have found a partner that runs tests, figures out what works and applies that knowledge across our product suite,” Natalia says. “Working with them has been a pleasure. They bring a sense of stability, and I feel like we are always well supported.”

By working with Powered by Search, Collibra has built a great deal of trust in their expertise, their approach, and their team.

“If you are trying to support a wide variety of marketing activities through one centralized agency, you need Powered by Search,” Natalia says. “They are responsible and resourceful, and they treat our program with care.”

For B2B companies in the SaaS space, Powered by Search is the way to go, she concludes:

“I would highly recommend Powered by Search. Their team is a unique combination of talent that definitely knows B2B space.”



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