

April 2023

Quarterly Review

Powered by Search



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Agenda

1. Performance Summary
2. Insights & Opportunities
3. Next Quarter's Targets & Roadmap

Where We Are At

Q4 Goal: 1549 QTs Backend; 2262 QTs GA

- Achieved **9% growth QoQ** in the number of Qualified Trials
- Increased the trial signups by **15% QoQ** & product demo registrations by **34% QoQ**

2065

Qualified Trials*
+9% QoQ

3

5873

Trial Signups*
+15% QoQ

130

Customers - Cloud*
+13% QoQ

2

Customers - Server*
+100% QoQ

608

Product Demo Registrations*
+34% QoQ

3

Growth Trajectory

We adjusted the forecast based on the actual media spend in Q4, giving us an adjusted goal of 1489 QTs, we achieved 1533, surpassing the goal by ~3%.

Q4 (Jan-Mar) Realistic Approach						
Channel	Google	Bing	LinkedIn	Facebook	Capterra	Total
Spend						
CPC						
Clicks						
CTR						
Conv. Rate						
Qualified Trials						
Qualified Trials (Backend)						
Qualified Trials CPA						
Qualified Trials CPA (Backend)						

Change in forecasted values based on actual spend in Q4

Q1 Wins

- Google Non-branded campaigns* - **Increased** the number of **QTs by 251.56%** and **decreased** the **cost/QT** by **48.35%** QoQ.
 - The best performing campaign was " that generated 289 QTs as compared to 129 in Q3 (124.03% increase QoQ)
 - Considering only the top tier campaigns (tier 0, tier 1 & tier 2), we generated 117 QTs as compared to 9 in Q3 (1200% increase QoQ)
- Google Branded campaigns - The QTs decreased by 7.11% QoQ, however the **cost/QT decreased** by **7.14%** with 13.74% less spend.

Wins

- YouTube conversion campaigns generated 9 QTs at \$3802.66 cost/QT. The YT campaigns usually did not resulted in QTs in the past with the view of keeping them TOF, but our hypothesis of implementing them with specific targeting proved fruitful as we have started to see QTs from this campaign type.
 - The improvement in performance of Google Ads is a result of the **proactive optimizations** we made on the platform (e.g. paused the non-performing campaigns, optimised budgets and bids, added irrelevant terms as negatives, irrelevant placements as exclusions, etc) along with the implementation of new campaigns, especially the competitor display and search campaigns.
- On **FB**, we increased the number of **product demo registrations** by **10.32%**
 - Considering the ad metrics, the CPCs decreased by 17.37% and CTR increased by 7.74%.

Wins

- On **Bing**, we achieved **19% increase** in the number of **QT's** and **48.28% increase** in **trial signups QoQ**.
 - The non-branded campaigns turned out to be the best performing with tier 6, tier 5 and tier 0 generated 19, 6 and 5 QTs respectively.
 - This was a result of all the optimizations we did on the platform along with implementing new non-branded campaigns.
- On **LinkedIn**, the number of QTs increased from 1 to 8. This is the biggest increase we have seen from a social channel QoQ.
 - The number of product demo registrations increased by 45.24% and the avg. CPC's decreased by 9.3% QoQ.
 - This was a result of testing different audiences and creatives on the platform along with the regular optimizations being made to keep the account healthy.

Learnings

- The performance of our campaigns was affected by budget changes during the quarter. Specifically, we experienced a sharp increase in spending during the final days of January and March, which was then reduced in February to avoid exceeding the monthly cap. These fluctuations had a significant impact on campaign learnings and optimizations.
 - Learnings for the future - Sharp changes in budgets throw off a campaign which in turn throws off results, changes should be made in no more than 20% increments, and ideally 5-10%
- When migrating our site, we encountered two major issues. The first was the need to pause our campaigns from March 24th to March 28th, which had a negative impact on our quarterly numbers. The second issue was related to the change in URLs, which caused numerous ads to be disapproved. Despite these challenges, we were ultimately successful in achieving a proper migration and exceed our forecasted numbers (based on actual spend).

Learnings

- Lack of remarketing data prevented us from retargeting converted users and their lookalikes, thereby hindering campaign performance. The issue of cookie consent further exacerbated this problem.
 - Remarketing data should still be a priority as it will help you in the future send stronger data signals to your paid channels, and ultimately help improve your campaign performance.

Thank You