

B2B Software: 7x Boost to Inbound Demand

Tactiv boosted lead generation on Google Search ads by harnessing insights specific to in demand features and benefits, achieving up to 7x more engagement for their grant, contract and impact reporting software.



Challenge

Tactiv's grant management software is feature rich. The solution appeals to audiences from large international aid agencies, government departments, foundations and not-for-profits.

They needed to harness audience data to better understand which features and benefits motivated engagement and delivered highly qualified leads.

Solution

Tactiv's in-house marketing used Junction AI to create an audience model on their Google AdWords data.

Insights surfaced by the AI allowed Tactiv to quickly identify key features most likely to generate engagement from potential customers, like focusing on the grant application process.

On the onset of COVID Tactiv refreshed their audience model. New audience driven insights suggested demand for setting up a grant program fast.

Results

Tactiv ads included copy to "your grant program online in 1 day" and focused on grant applications. Both campaigns - feature oriented and COVID response - outperformed existing campaigns at a **lower cost per engagement**.

The AI optimized ad copy generated massive growth in engagement with up to **5x more engagement** for feature oriented ads and up to **7x more engagement** for setting up a grant program in a day.

Client Profile

Sector: **B2B Software**

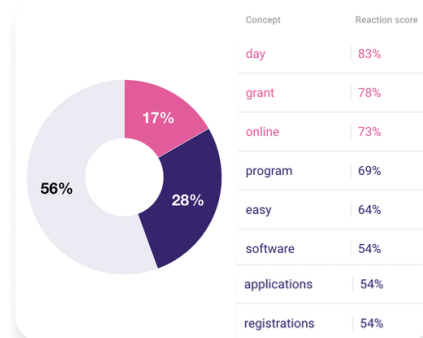
Product: **Google Ads**

More info: tactiv.net

Your Grant Program Online | In 1 Day | Easy to Use Grant Software

www.tactiv.net/free/trial

Get your grant program online on 1 day. Online applications, registrations & more. Manage grant assessments, contracts & payments. Easy to use & full support.



Proactively building a new audience model in minutes at the onset of COVID, Tactiv immediately identified key insights from their data to optimize lead generating ads for their software.

Impactful Results

Visit www.junction.ai

or email hello@junction.ai to learn more about how we can help you.



Be Proactive

Insights to guide performance marketing



Take Action

Immediate and actionable analysis



Spend smarter

Drastically reduce time, costs and risk of failure