

Innoscripta

Case Study
Customer Acquisition



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Background: Innoscripta has developed an all-in-one web application tailored for businesses, offering features such as task management, time tracking, HR solutions, a CRM app, and a unique database with data on 3 million German companies. The platform also offers advanced security measures, a full-fledged email application, integrated calendar, chat system, and a GDPR compliance workflow. Our target users are SMEs, HR departments, and sales teams in Germany.

Goal: To acquire 50 new customers who are willing to pay \$10 each month for our services using a Google Ads campaign.

Platform: B2B web application

- Task management
- Time tracking
- HR solutions
- CRM
- Unique database with data on 3 million German companies
- Offers advanced security measures
- Full-fledged email application
- Integrated calendar
- Chat system
- GDPR compliance workflow

1. Market Analysis

- Identify and segment the target audience
- Research their behaviors, pain points, and purchasing habits.

1	Top Features	Top Business Industries	Business Departments	Businesses Type	Location	Competitors
2	Task management	Tech, Marketing	Tech, Marketing	Micro, Small, Medium, Large	All Countries	Jira, Trello, ClickUp
3	Time tracking	Tech, Finance, Manufacturing	HR	Small, Medium, Large	All Countries	Clockify, Quickbooks, Toggl Track
4	HR solutions	Tech, Healthcare, Finance	HR	Small, Medium, Large	All Countries	ADP, Rippling, SAP SuccessFactors
5	CRM	Tech, Finance, Retail	Marketing, Sales	Micro, Small, Medium, Large	All Countries	Hubspot, Zendesk Sell, Freshworks
6	Unique database with data on 3 million German companies	Marketing, Sales	Marketing, Sales	Micro, Small, Medium, Large	Specially Germany	Crunchbase, Tracxn, Pitchbook
7	GDPR compliance workflow	Retail, Tech, Marketing	Tech	Micro, Small, Medium, Large	Specially EU countries	OneTrust, Secure Privacy, Egnyte

- Note:
 - From ROI Perspective Micro Businesses isn't good to focus
 - Large businesses are already using any solutions, for them switching cost may be high so it'll be tough to get them
 - Germany is common location for all features

We can say Small & Medium Enterprises from Germany is the ideal target audience. We can segment Small & Medium businesses as per the business industries.

1	Top Features	Top Business Industries
2	Task management	Tech, Marketing
3	Time tracking	Tech, Finance, Manufacturing
4	HR solutions	Tech, Healthcare, Finance
5	CRM	Tech, Finance, Retail
6	Unique database with data on 3 million German companies	Marketing, Sales
7	GDPR compliance workflow	Retail, Tech, Marketing

- **Behaviours:** Learns & uses software that help them to save time, manage tasks, hire employees, easily communicate with customers
- **Pain Points:** Businesses may struggle with managing multiple tasks, projects, or activities across different teams or departments, may struggle with measuring and optimizing their time spent on various tasks or activities, may struggle with managing and optimizing their human resources functions, such as recruitment, training, performance management, payroll, benefits, and compliance, may struggle with managing and optimizing their customer relationships, such as marketing, sales, service, and support. They may also face challenges with prioritizing, delegating, communicating, and collaborating effectively with their team members or stakeholders. They may also lack the tools or features to track the progress and status of their tasks or projects.
- **Purchasing habits:** Businesses using task management software may purchase software that helps them create, prioritize, delegate, and monitor tasks to ensure they are completed within given deadlines. They may also purchase software that helps them organize the workflow and resolve bottlenecks to ensure efficient task completion. Businesses using time tracking software may purchase software that helps them measure and optimize their time spent on various tasks or activities. They may also purchase software that helps them track the time spent by different team members on different projects or clients.

2. Keyword Strategy

- Suggest high ROI keywords and long-tail keywords

agile project tracking, task management, time tracking app, human resource solutions, human resource management service, hr recruiting services, human resource solutions, hr solutions, customer relationship management tools, crm software, customer management tools, companies database, database company, general data protection regulation software, gdpr software, gdpr software compliance

- Recommend negative keywords to exclude irrelevant traffic

todoist pricing, time sheeting, customer interaction management, data protection compliance program

3. Budget Allocation

- Propose an initial budget considering CPC, anticipated conversion rate, and other relevant metrics
 - Avg. CPC = \$2
 - Conversion Rate = 10%
 - We need 50 customers if 50 is 10% then total we'll need 500 customers to click
 - $= 500 * 2 = \$1000$ in a Month Budget
- Suggest a phased budgeting strategy to test waters before full-fledged spending.
 - 1st week - 10% of total budget (\$1000) = \$100
 - 2nd week - 20% = \$200
 - 3rd week - 30% = \$300
 - 4th week - 40% = \$400

4. Ad Creation

- **Draft compelling ad copies that resonate with the target audience**

Task Management Tool | Time Tracking Tool

Increase productivity of your business by Task Management and Time Tracking Software

Sign up now

Task Management Tool | HR Solutions | CRM Tool

One stop web platform - Task Management, Time Tracking, HR Solutions, CRM, GDPR Compliance

Try it now

CRM Tool | German Companies Database

Increase sales of your business with unique database of 3 million German companies and CRM tool

Try it now

4. Ad Creation

- **Recommend A/B testing strategies for ads and landing pages**

We can do the A/B testing with Headlines, Descriptions and Sitelinks

Ex.

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Try it now

5. Landing Page Recommendations

- **Offer insights on optimizing landing pages for conversions**
 - Landing page should have less text content, it should be visually appealing, with clear CTA and minimum clicks to complete the end goal.
- **Suggest key elements the landing page should feature to ensure maximum conversions**
 - **A benefit-focused headline** that captures the attention of the visitors and communicates the value proposition of the offer.
 - **Clear and Visible Call-to-Action (CTA)**
 - **An image that shows how the product or service works, what benefits it provides, or what problem it solves.**
 - **A strong social proof** that shows how many people have already used or benefited from the offer.

6. Monitoring & Optimization

- **Define KPIs to measure the campaign's effectiveness**
 - Customer Acquisition Cost (Cost Per Conversion)
 - Cost Per Click
 - Conversion Rate
 - Campaign Optimization Score
- **Recommend feedback loops to optimize and iterate the campaign**
 - We should target to get Campaign Optimization Score = 100, we can optimize headlines, description, sitelinks (CTA) as per the response, conversion rate, Cost Per Click and Cost Per Conversion

7. Projected Outcome

- **Estimate the number of clicks, conversions, and potential challenges**
 - **Number of Clicks: 500**
 - **Conversion Rate: 10% = (50)**
 - **Potential Challenges:** In the starting Cost Per Conversion is high because in the starting Google learns how customers interact with specific ad, for some keywords we can get clicks but that keywords are not relevant
- **Propose mitigation strategies for anticipated challenges**
 - After running specific campaign we'll get correct Campaign Optimization Score so with the help of A/B testing of ad copies and this score we can test and minimize Cost Per Conversion
 - After knowing irrelevant keywords we can add them as negative keywords

Thank you!



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