B2B RESOURCE GUIDE

BRANDLIVE x LOGICAL POSITION

BROADCASTING SUCCESS

How a B2B SaaS Brand Built a High-Performance Lead Engine

+61%
Total Conversions

-56%
Cost Per Acquisition

+1500%
Return on Investment

HIGH-QUALITY PRODUCTION TO *SET YOU APART* *FROM THE COMPETITION*

BUILT TO DELIVER MEASURABLE IMPACT | DESIGNED TO EXCEED EXPECTATIONS

ABOUT BRANDLIVE

INDUSTRY

SaaS | Professional Services

BUSINESS TYPE

B2B Lead Generation

SERVICES USED

Paid Search (PPC)

PRIMARY OBJECTIVE

Target qualified leads to fill sales pipeline

THE OPPORTUNITY

Zero Pipeline. Zero History. A Mandate to Prove the Channel.

ABOUT THE BUSINESS

Brandlive powers high-quality virtual and hybrid events, helping businesses produce broadcast-level webinars, town halls, and live-streamed experiences. Their platform enables brands to elevate internal communications, sales initiatives, and marketing efforts through immersive digital production.

In the B2B SaaS space, however, the brand faced a key limitation: **no performance marketing strategy to generate demand.**

The goal: Build a scalable pipeline of qualified leads — entering a competitive market with no existing pipeline from paid channels, no first-party performance data, and no historical benchmarks to build from.

Launching paid search campaigns was a proof of concept — built to prove the channel could consistently deliver a qualified pipeline.

Read more about Brandlive's growth story. ⟶

BRANDLIVE

THE CHALLENGE

Launching Without a Safety Net

Building a profitable lead channel from zero, without diluting brand perception or chasing unqualified volume.

ZERO PIPELINE · ZERO HISTORY · ZERO ROOM FOR ERROR

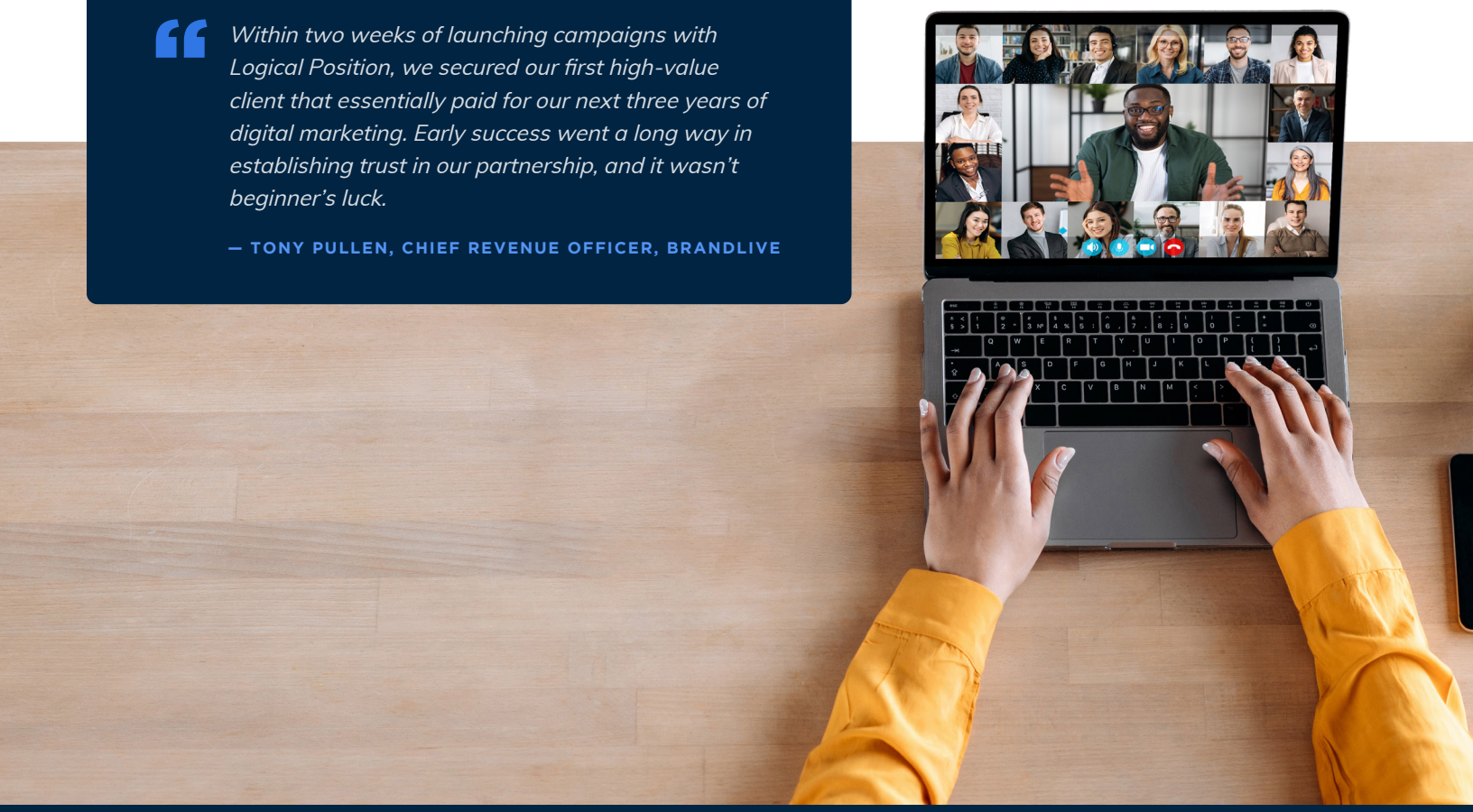
THE CONSTRAINTS

- Fixed budget with no historical performance to justify spend
- No remarketing audiences to re-engage
- No conversion data to inform bidding
- Long, multi-stakeholder sales cycles requiring sustained engagement

WHAT SUCCESS REQUIRED

- Capture existing high-intent demand immediately
- Build first-party data from scratch
- Scale efficiently without wasted spend
- Reach the right decision-makers — not just more decision-makers

> *Within two weeks of launching campaigns with Logical Position, we secured our first high-value client that essentially paid for our next three years of digital marketing. Early success went a long way in establishing trust in our partnership, and it wasn't beginner's luck.*
>
> — TONY PULLEN, CHIEF REVENUE OFFICER, BRANDLIVE



THE STRATEGY

4-Part Framework to Scale

LP prioritized clean measurement, audience precision, and controlled expansion — building first-party data before introducing any automation.

HOW THE STRATEGY WORKS

01 TRACKING FOUNDATION

Built a reliable measurement ecosystem from day one, ensuring every conversion was accurately tracked and attributed across a long sales cycle.

Result: Immediate clarity on what — and who — was driving pipeline.

02 KNOW YOUR AUDIENCE

Leveraged first-party data to refine search parameters and serve ads to the most relevant decision-makers, improving lead quality from the start.

Result: Higher-intent traffic without wasted spend.

03 MANUAL ACCOUNT BUILD

The account launched with a manual campaign structure to establish clean performance signals before introducing any bidding automation.

Result: A data foundation strong enough to scale from.

04 COMPETITOR TARGETING

Once early signals matured, campaigns targeting buyers actively evaluating competing platforms were tested — unlocking one of the strongest conversion drivers.

Result: Better leads, lower cost per acquisition.

THE RESULTS

Campaign Performance Highlights

From zero pipeline to a reliable inbound lead engine — in under 12 months.

PIPELINE GROWTH

+61%

Increase in Total Conversions
Paid Search

-56%

Reduction in Cost Per Acquisition
Paid Search

+1500%

Return on Investment
Paid Search

Long-term compounding: continued improvement in campaign signals and new-to-brand inquiries quarter over quarter.

KEY TAKEAWAY

Transforming a brand-new paid channel into a scalable, data-driven pipeline engine.

WHAT THIS CREATED

- Reliable inbound pipeline from paid search
- Strong first-party data foundation
- Improved cost efficiency over time
- Scalable infrastructure for future service expansion

WHAT'S NEXT

- Expanded channel mix with additional services layered in
- Deeper enterprise nurture strategy
- Continued optimization of competitor targeting

Generating B2B leads is one thing. Building a pipeline that compounds is another. LP Helped Brandlive do both.

Ready to Build a Stronger Pipeline?

Claim your free digital marketing audit and uncover opportunities to reduce wasted ad spend.

Get Started

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