CLIENT CASE STUDY

YPO generated over 150 qualified leads in key market

YPO are the UK's largest public sector buying organisation with a turnover of approx. £660 million.

The challenge:
YPO wanted to extend their impressive product offering to early years settings and childminders across the UK.

The approach:
Sharp Ahead developed a lead generation campaign using a conversion optimised landing page capturing requests for YPO's product catalogue and drive traffic to the page using a combination of search ads, social ads and display remarketing.

The results:
- ✓ Over 150 catalogue requests
- ✓ Acquired at just over £18 per lead
- ✓ Over 80% of leads also subscribed to receive a monthly magazine

Next steps:
Following the success of the initial campaigns, YPO has continued to push into the early years market, extending and refreshing the original campaigns and leveraging their success to target new markets.

£18
cost per lead

"Sharp Ahead understood both our business objectives and our budget limitations and devised a strategy that took full advantage of our existing marketing assets. The results have been nothing short of spectacular. The success of this project gives us confidence to expand our use of digital marketing across our business."

Rachel Stothard
Head of Marketing, YPO

About Sharp Ahead:
Sharp Ahead are B2B digital marketing experts with offices in Reading and Leeds. We help B2B organisations grow using the latest digital marketing best practices and innovations.

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