How Powered by Search Helped Fortra Grow

Right-Fit Enterprise SQLs by 15% Year-Over-Year

Case Study

"I realized [Powered by Search] could take the mystery out of PPC and help us focus on markets where we can win, generate traffic, and get prospects."

MIKE DEVINE,
CMO, Fortra

FORTRA™

Fortra is a software company focused on creating a simpler future for cybersecurity. Its enterprise solutions provide peace of mind through every step of your cybersecurity journey.

Highlights

Challenges

- Increasing SQL volume for niche B2B product lines
- Generating higher value opportunities
- Getting in front of right-fit buyers via PPC and Paid Social Media

Solution

- Landing page optimizations to replicate best-performing features across regions
- Hypothesis-driven testing & experimenting on keywords, ad copy, budget
- Lead quality analysis to minimize unqualified conversions

Results

- 15% SQL growth
- 26% pipeline growth

Challenge
Increasing efficiency with paid search

In 2021, Fortra engaged Powered by Search to help increase the SQL volume and qualified pipeline value of select enterprise businesses. Special emphasis was placed on optimizing campaigns for Fortra's GoAnywhere MFT, a product that makes file transfers secure and streamlined.

From experience, CMO Mike Devine knew that if Fortra could get its products in front of customers, then those products would provide value. So Mike enlisted help from a partner with a deep understanding of the B2B SaaS cybersecurity space and demonstrated ability to help product lines stand out in niche segments of the market.

> "We had worked with different vendors, but you don't want a partner who will waste your time and energy by going after a broad market," Mike explains.

It wasn't until a trusted partner recommended Powered by Search that Mike saw a "glimmer of brilliance."

> "When I spoke to Powered by Search, I was struck by their knowledge and responsiveness. I realized they could take the mystery out of PPC and help us focus on markets where we can win, generate traffic, and get prospects," he says.

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"We wanted a partner who wouldn't miss a trick to help us increase our efficiency with paid search and apply those best practices across different product lines."

Solution

Ongoing optimizations

To help Fortra generate more volume and higher value opportunities, the first thing Powered by Search did was analyze and optimize GoAnywhere's existing campaigns.

They started with landing page analysis. By looking at traffic and conversion trends, Powered by Search identified which were performing well with enterprise clients—Fortra's target customers—and replicated those pages in other regions.

With a baseline established, Powered by Search implemented daily optimizations to drive increased results. Optimizations included daily work on keywords, copy, and ad creative. Every tweak was designed to help GoAnywhere reach the right buyers.

> "Powered by Search knew where to focus. They didn't go after a broad market; they focused on 20 keywords with good search volume that we could win," Mike says.

Lead quality analysis & refinement

Powered by Search also performed lead quality analysis to refine campaign targeting and minimize wasted ad spend. To do this, Powered by Search:

1. Identified audience subsets and keyword phrases that attracted unqualified users (e.g., small business leads)

2. Implemented exclusions compatible with each campaign via negative keywords

3. Performed daily optimizations on negative keywords to help Fortra avoid paying for clicks from poor-fit leads

Goal-aligned partnership

Powered by Search worked closely alongside Fortra's team to understand business objectives and develop strategies to achieve those goals. Powered by Search developed and tested regular working hypotheses to grow results and continue learning. They never settled for "good enough."

> Mike says, "We provide very specific cybersecurity solutions. Powered by Search understood our offerings quickly and then helped us zero in on the market."

With constant dialog and open communication, Powered by Search helped Fortra make data-backed decisions on updating bid strategies, distributing its budget, and experimenting with new platforms and campaign types.

"I'm impressed by how Powered by Search looks at the entire funnel to help us engage with the right people."

Results

15% SQL volume increase year-over-year

Just one year after Fortra partnered with Powered by Search, GoAnywhere's market share was already in a healthier place.

With ongoing optimizations, SQLs increased by an average of 15% year-over-year. And, in 2023, GoAnywhere achieved record results in SQLs three months in a row.

GoAnywhere also maintains a strong market share on Bing and Capterra—two previously underutilized platforms.

Sales qualified leads
↑ **15%**

> "We're happy with the results and the partnership," Mike says.

"We saw a 15% improvement in SQLs year-over-year."

Ready to ramp up your pipeline and revenue with predictable growth?

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