



# Enhancing Lead Conversion for Copia Automation

## Synopsis

Copia Automation, headquartered in New York City, creates solutions that allow large enterprises to effectively manage their operational technology — achieving industrial automation. Copia sought LeadScale in the USA to improve their lead conversion rate within a new Ideal Customer Profile (ICP) and optimize their existing Google Paid Search and LinkedIn Paid Social activities. In addition to enhancing lead conversions, Copia also aimed to boost their overall brand awareness through various campaign activations.

From March to May 2024, Copia collaborated with LeadScale to enhance lead conversions from higher-level decision makers while maintaining broader awareness across all levels within their ICP. The partnership focused on both short-term and long-term strategies, launching brand new content designed for the new target audience, ensuring alignment with larger strategic goals, and facilitating seamless communication between teams. Key elements of the collaboration included flexibility, expert agency-style management, and process transparency.

As a result, Copia experienced significant improvements in marketing efficiency and lead conversion rates, reinforcing LeadScale's reputation as a reliable and effective partner in digital marketing optimization.

## About the Client

Copia Automation's cloud-based Copia Industrial DevOps Platform empowers companies with unparalleled visibility and control of code across multi-vendor devices, promoting continuous quality control, streamlined production, and preemptive crisis management. The Copia platform provides a reliable single source of truth for code across various devices, languages, and locations to eliminate system malfunctions and downtime, expedite disaster recovery, and facilitate effortless quality control to optimize operations and increase revenues.

## Copia's Challenge

Copia's lead conversion rate was high; however, they were receiving many leads that didn't fit their new target persona. They wanted cleaner and higher quality traffic, aiming for a better split between higher-level decision makers and other roles for the pilot. Additionally, they aimed to advertise their expert management in an agency style while being flexible and easy to work with.

## How LeadScale Solved the Problem

LeadScale Services goes beyond the basics of campaign management – we are orchestration experts. We leverage our deep knowledge of marketing channels, communication strategies, lead activation, and campaign management to design seamless journeys across LinkedIn and Google. Our expertise ensures each client's message reaches the right audience at the moment that matters most. We do not just deliver leads; we orchestrate full-funnel, data-driven customer journeys that culminate in significant returns.

## LeadScale Approach

LeadScale conducted a thorough audit of Copia's Google and LinkedIn activities from the previous six months, prior to March 2024. The audit assessed the health of each account and provided a foundation for strategic recommendations. This gave the LeadScale team an opportunity for an in-depth look at the status of the account, including reporting on what had been working well, areas of adjustment based on goals and quality, and an overall basis for what direction the team would move forward with. These recommendations focused on several key areas:

- 1 Best Practice Implementation:**  
Identified and applied industry best practices specific to each channel.
- 2 Targeting Adjustments:**  
Shifted focus from individual contributors to managers and higher-level decision makers (as a result of a new strategy).
- 3 Budget Optimization:**  
Adjusted budget allocations to maximize conversion efficiency while maintaining broad awareness.
- 4 Creative Enhancements:**  
Improved creative assets to increase engagement and drive results.

After Copia approved the audit and action plan, LeadScale USA's expert paid search and paid social team took over the management of the Google and LinkedIn accounts. We implemented a program of continual, small, incremental optimization. The initial changes we made were updating the bidding strategies, identifying and pausing underperforming creatives and keywords, as well as ensuring the target audience was accurately defined.

Monthly reporting provided larger strategic insights, including new creative and keyword activations, adjustments to target audiences based on performance, and recommendations for creative optimizations to leverage existing activities. This structured approach ensured continuous improvement and alignment with Copia's strategic goals.

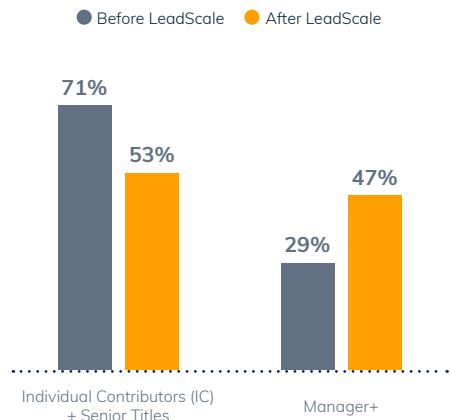
## Results

Based on an increased budget, regular weekly calls, bi-weekly and monthly reporting, and consistent communication, LeadScale Inc. achieved the following results for Copia Automation:

### Increased amount of ICP titles

LeadScale yielded a positive shift in lead generation through Paid Social, attracting a much higher concentration of prospects aligned with Copia's Ideal Customer Profile (ICP).

Prior to LeadScale, Copia leads poll consisted of 71% Individual Contributors (IC) + Senior Titles and 29% Manager+. After just 3 months of LeadScale's activity, this composition flipped to 53% IC + Senior Titles and 47% Manager+ leads.



LeadScale also influenced a positive shift in percentages from IC + Senior Titles vs. Manager+ titles within Paid Search.

**14%**

From Dec-Feb 2024 to Mar-May 2024, there was a 7% increase in Manager+ titles and a 7% decrease in IC + Senior Titles, netting out to a 14% positive sway between the two target title groups.

### Opportunities from HubSpot:

8 opportunities were generated through Paid Search between March and May 2024 after LeadScale took over, compared to 6 opportunities between January and February. Overall Opportunities: 16 opportunities were generated through Paid Search between March and May 2024, up from 12 between January and February.

### Conversion Rates:



LeadScale contributed to a 26% increase in MQLs.

Achieved a 13% CR, significantly enhancing Copia Automation's lead conversion efficiency.

These results prove the effectiveness of LeadScale Inc.'s strategic optimizations and targeted approach, leading to substantial improvements in Copia Automation's marketing performance and decision-maker engagement.

## Conclusion

The collaboration between Copia Automation and LeadScale highlights the power of strategic partnerships in driving significant improvements in marketing efficiency and lead conversion rates. By leveraging LeadScale's expertise, Copia was able to achieve its goals and set a strong foundation for continued success in the competitive SaaS landscape.

<sup>1</sup> While the number of Individual Contributor leads, which fall outside the ICP, decreased, it's important to note that they weren't eliminated. This measured approach ensures we keep a broad audience reach while strategically focusing on high-value prospects with greater decision-making power.