



Digital Marketing Success Story

How strategic digital campaigns delivered 156% of target leads and €3.4M in pipeline for Europe's #1 industrial SaaS company





€3.4M

Pipeline Generated in 16 Months

A global leader in industrial software partnered with Onboard to execute targeted digital campaigns across Benelux and Scandinavia, achieving remarkable results that exceeded all expectations.



Campaign Highlights

203

MQLs Generated

Exceeded target
by 56%

79

Sales Qualified Leads

High-quality
prospects

47

Open Opportunities

Active sales
pipeline

€0.33

Cost Per Click

Industry-low
cost

Three Strategic Goals

01

Increase Digital Visibility

Strengthen regional presence across Benelux and Scandinavia markets

02

Generate Qualified Leads

Drive intent-based search traffic through efficient campaign execution

03

Convert to Pipeline

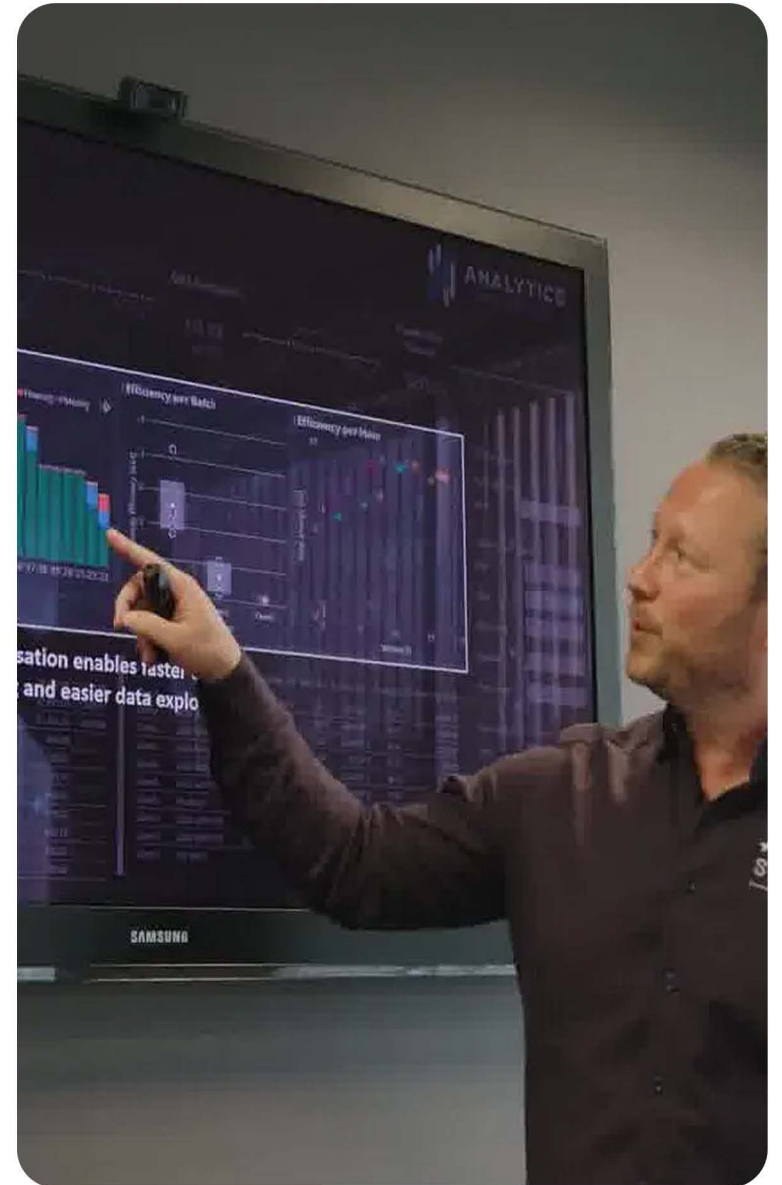
Transform interest into sales-ready conversations and opportunities



The Challenge

In saturated industrial markets with strong incumbent competition, the client required a precise digital approach that could cut through noise and produce measurable commercial results.

Success depended on three critical factors: speed of execution, regional market relevance, and the ability to drive meaningful engagement from highly targeted audiences.





Strategic Process

Conversion-Optimized Landing Pages

High-performing pages designed with strong UX focus. Continuous optimization using heatmaps, scroll depth, and interaction tracking to maximize form completions.

Search & Competitor Campaigns

Google Ads focused on high-intent search terms and competitor brand names. Pmax campaigns broadened awareness while search delivered qualified leads.



Regional Performance

Benelux Market

Cost per click: €0.33

Engagement rate: 81%

Exceptional performance in Dutch and Belgian markets

Scandinavia Market

Cost per click: €0.28

Engagement rate: 63.3%

Strong results across Nordic countries

Key Client Benefits



Above-Target MQL Delivery

Lead volumes significantly exceeded expectations with 203 MQLs generated



Outstanding Conversion Rate

38.92% conversion from MQLs to SQLs - well above typical B2B SaaS average of 10-20%



Efficient Media Spend

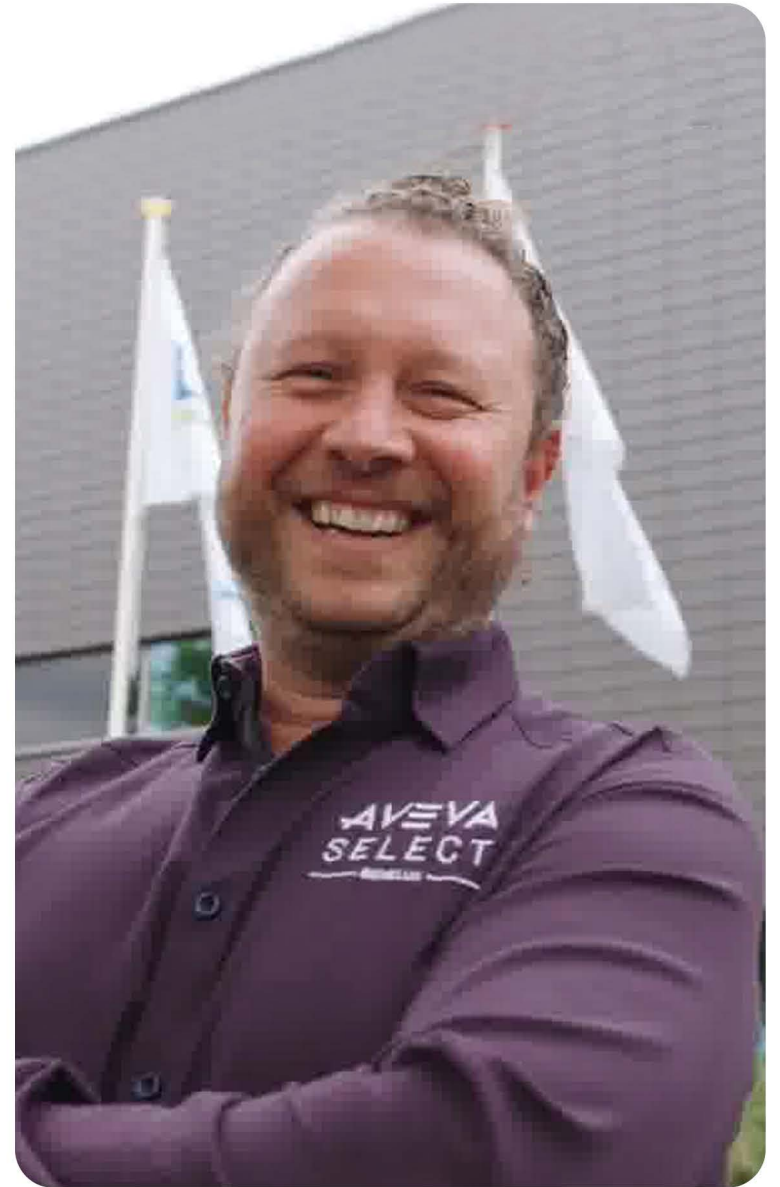
Industry-low cost per clicks achieved across both target regions



Long-Term Impact

The campaign's success extended beyond immediate lead generation. The optimized landing page became the company's standard regional asset, adopted as the go-to page due to its proven conversion performance.

Strategic brand visibility was achieved through targeted competitor campaigns, contributing to broader market awareness and positioning.





Success Delivered

203 MQLs and €3.4M Pipeline

A focused digital campaign that proved the power of strategic, regionally-adapted marketing in competitive industrial markets. Results that exceeded targets and set new standards for digital performance.



About Onboard

Onboard is a full-scale business-process outsourcing agency. We provide creative, targeted and integrated marketing & sales services to connect leading technology brands with customers worldwide.

We have been providing sales and marketing support for worldwide technology companies/vendors for over 25 years in 38 languages from 50 locations.

[Contact Us](#)