



Case Study

Internet Search Company Generates \$400M with Customer Acquisition and On-Boarding Program

Industry

Internet Search

Solutions & Products

Acquisition, Growth and Retention

Business Challenge

Executives at a leading internet search company identified a two-part goal that, if achieved, could potentially generate more revenue in internet advertising. First, executives wanted to reach underserved markets and better serve small- and medium-sized businesses (SMB). Second, they needed to offer consulting services to new SMB customers in order to boost customer satisfaction and success.

For years, the internet search company had supported its internet advertising offerings with only a self-service approach. When new customers purchased pay-per-click advertising, they had to educate themselves on how to use the search engine advertising tools. But, executives knew that they could expand sales by providing services that would specifically help SMB customers turn these self-service tools into successful online marketing strategies. With no existing SMB sales program in place, the executives needed a dedicated partner to focus on this fragmented market and to get new advertisers up and running with effective online advertisements. They specifically needed a partner who would:

- ▶ Assemble an inside sales and service team
- ▶ Design a new customer on-boarding program
- ▶ Provide basic training and online advertising consulting services for new customers

Solution

Revana was the selected partner, because it had proven experience targeting the SMB market. Plus, it had marketing experts who could offer professional services to drive business for both the internet search company and its new advertising customers. The program delivered integrated SMB inside sales, online search marketing teams, and a proactive outreach service to engage and acquire new advertisers.

Immediately, the Revana revenue generation team began assessing program needs and hiring and training sales professionals. As outsourced service providers, the Revana employees were held to the same expectations as the internet search company's own employees and were required to pass two product certification exams. Revana's certified sales and marketing experts were trained to acquire internet advertisers and coached to become helpful consultants for new customers. By enabling new advertisers to improve their online sales and profitability, the Revana team fostered strong customer

Gained
100,000
new self-sufficient
customers in
12 months

Case Study

Internet Search Company Generates \$400M with Customer Acquisition and On-Boarding Program

relationships, embraced the internet search company's culture, and outwardly reflected that culture with each customer interaction.

After new customers signed up for search engine advertising, the on-boarding program began. Revana provided new internet advertisers with 30 days of intensive training and support. In addition to instructions, demonstrations, and best practices for using the digital advertising tools, new customers received personalized consulting services to ensure customer satisfaction. Not only did Revana help the SMB businesses identify which products should be promoted online, they developed customized online advertisements and evaluated campaign results to optimize marketing dollars and accelerate value. Every week, new advertisers received calls designed to teach them how to evaluate success, optimize their advertising strategy, maintain existing ads, and launch new ones.

A single, integrated sales and marketing environment delivered the complete program, including all new customer acquisition activities such as campaign creation, launch, and optimization, as well as the new customer on-boarding program. In addition, Revana developed an innovation lab where teams could test run sales strategies for new products and conduct initial trials in specific markets. The innovation lab enabled Revana to identify research-based best practices for sales and establish a highly effective new customer acquisition model for the internet search company.

Recognized
\$400M
in revenue in
two years

Results

Revana touched more than one million local advertisers and enabled the internet search company to acquire more than 100,000 self-sufficient new customers in the first 12 months. With sales and marketing experts reaching underserved markets and better serving SMB customers, Revana delivered \$400 million in revenue to the internet search company. In fact, each Revana sales professional generated roughly \$1.9 million in sales in two years. Altogether, the solution expanded the internet search company's customer growth without negatively impacting its existing operations and customer support resources.

The internet search company was also able to demonstrate to new advertisers that they care and are invested in jumpstarting customer success. One Florida attorney invested in online pay-per-click advertising and reported how "thoroughly pleased" she was with her advertisements. "My success is strictly because of the talents and work of the on-boarding program," she said. "My happiness is due in large part to your involvement to establish my account. Your services made this a seamless process."

Internet Search Company Generates \$400M with Customer Acquisition and On-Boarding Program

Conclusion

All in all, the program delivered a comprehensive, results-focused customer acquisition strategy that efficiently increased revenue while accelerating success for its new SMB advertisers. With the Revana team helping new customers maximize their online advertising results, the internet search company experienced sharp increases in customer spending, customer satisfaction, and customer retention rates.

With ongoing success and a partnership that paves the way to long-term customer growth, the internet search company is expanding the program. Today, Revana serves business units in North America, Brazil and the EMEA region, and is conducting sales and service outreach for approximately 1.8 million contacts.