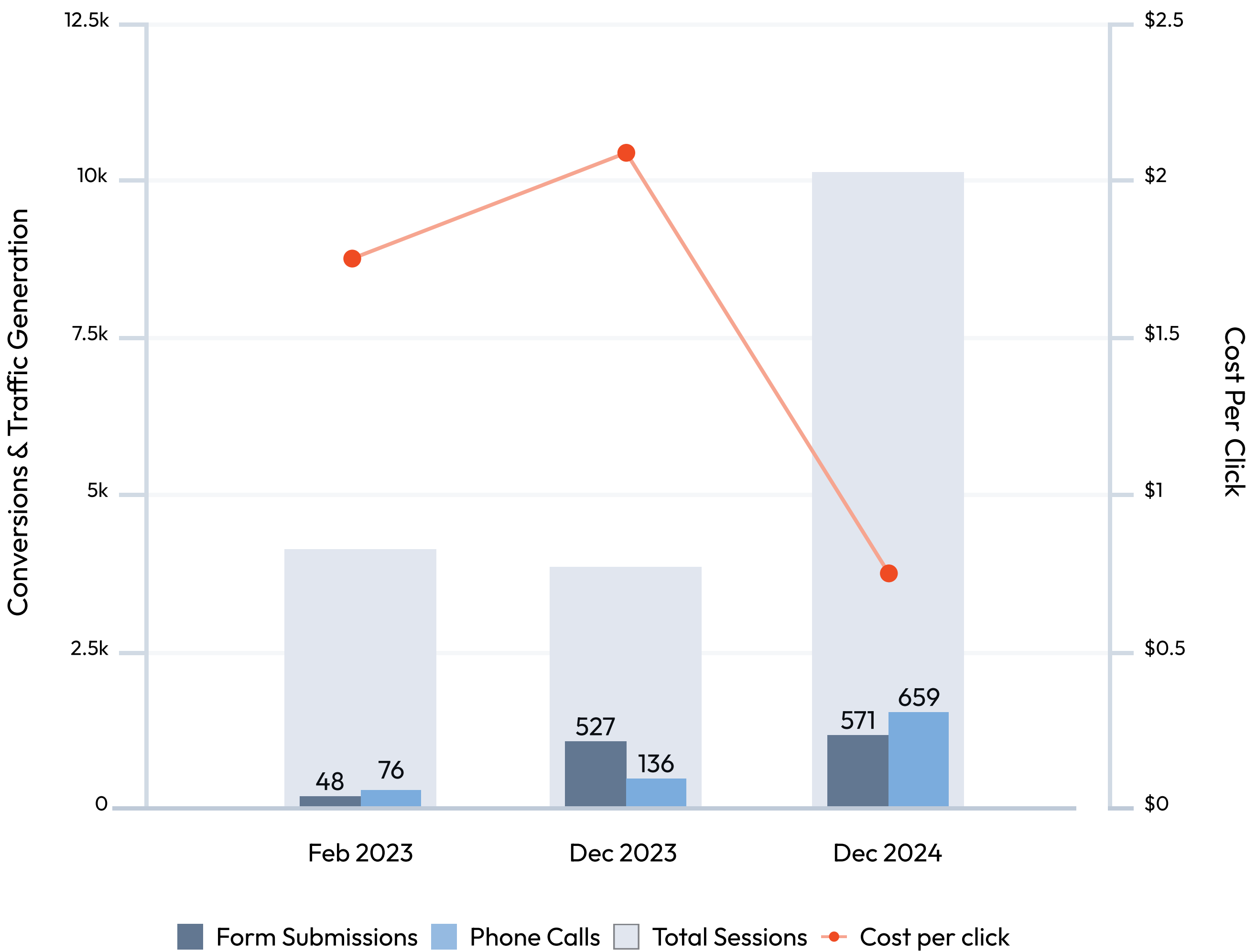




# B2B Organization sees 892% Increase in Leads Generated from Paid Search; Website Traffic Improves by 143%

Dexterra Group is an integrated facilities management and hospitality organization that partnered with seoplus+ to generate more leads through an improved paid search strategy. With a focus on improved targeting and testing, seoplus+ helped Dexterra Group turn their paid search channel into an effective revenue generator.

Paid Search



“We've been working with seoplus+ since the beginning of 2023 and they've always been responsive, knowledgeable, and quick to bring helpful ideas and solutions to the table to help us achieve our SEM goals for multiple brands, websites, and target audiences.”

**Miranda Smith**  
Director, Corporate Communications & Marketing

The Challenge	Dexterra Group consists of several brands, each with unique needs and target audiences. Their paid search strategy was too broad, resulting in poor results across each business unit. It was clear that there was an immediate need to take a much more granular, targeted approach.
The Approach	<p>Our first step was to organize their Google Ads account properly, giving each brand its own campaigns, organized under a master account.</p> <p>In-depth research into each brand’s audience, market, and competitive landscape followed, resulting in an overhaul of each brand’s campaigns.</p> <p>Each campaign was thoroughly planned to eliminate any internal competition or overlap between brands.</p>
The Results	<p>In just under two years, Dexterra Group’s conversions generated by paid search increased by 892%, following an initial 435% increase in the first year.</p> <p>During the same time period, Dexterra Group’s traffic from paid search increased by 143%, while cost per click from paid ads decreased by 56%.</p>