B2B / SOFTWARE / EUROPEAN UNION

Up to 30 demo requests per week for a B2B platform

Promoting a fleet management platform across EU markets.

30	2.5 months	10
weekly requests at peak	to the peak result	EU markets researched

Context & objective

Adoption required both a platform licence and in-vehicle equipment. The website generated few requests; leads came mainly from direct sales, email outreach and partners.

OBJECTIVE

Increase requests for demo access through the website.

TOOLS

Facebook / Google Marketing Platform / CRM audiences

What the team did

01 Research demand in 10 EU countries

Analysed user search queries and selected only those showing strong purchase intent.

02 Build relevant audiences

Used behavioural profiles of competitors' audiences, CRM data and purchased GMP audiences.

03 Launch and refine campaigns

Launched Facebook advertising and adjusted display-campaign audiences during the first three months to expand relevant reach.

RESULT

The website became a demo lead-generation channel.

After 2.5 months of campaign management, demo requests peaked at 30 in one week, adding a measurable website channel to the existing lead sources.

Time to the peak weekly result



30 requests is the peak weekly figure, not the average across the campaign period.