CASE STUDY · FULL-FUNNEL B2B DEMAND GENERATION

Scaling a B2B Demand Engine to $12M+ in Annual Spend at 350%+ ROAS

How I rebuilt paid media, SEO, CRM and attribution at Vaco by Highspring into one connected system that drove a sustained 30% MoM sales lift.

Vaco by Highspring · National finance & accounting placement firm

Google Ads | Meta | LinkedIn | SEO | HubSpot | UTM Attribution

$12M+
ANNUAL AD SPEND MANAGED

350%+
SUSTAINED ROAS

3,000%
CRM DATABASE GROWTH

1,122%
ORGANIC IMPRESSION LIFT

Akhil Paul
Senior Marketing Strategist · Vaco by Highspring

akhilpaul77@gmail.com
linkedin.com/in/akhil-paul

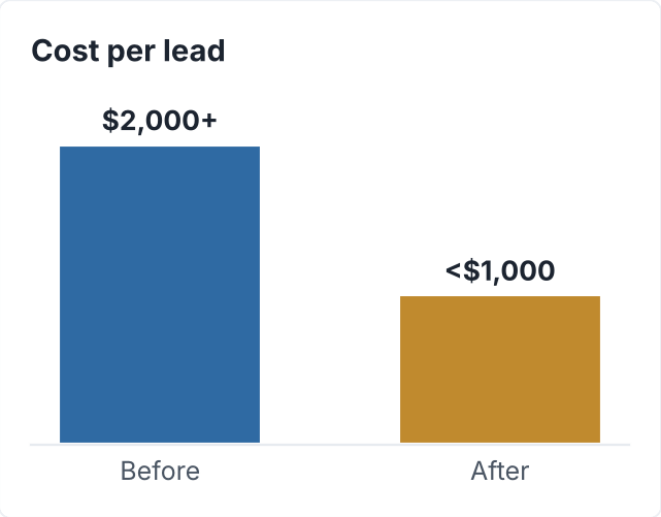
01 · THE SITUATION

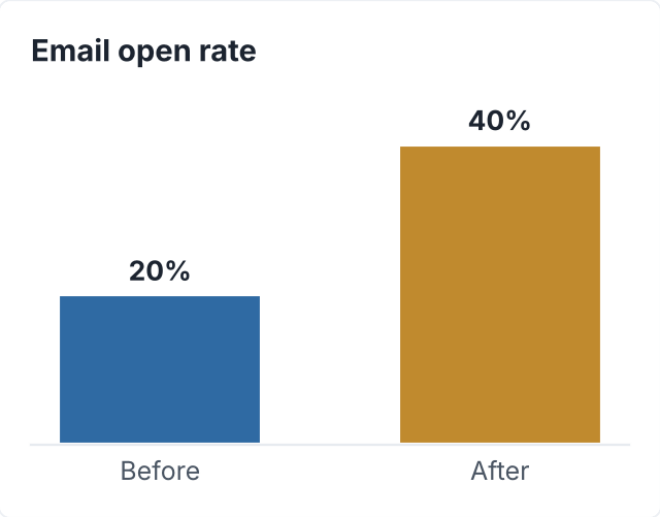
A Fragmented Marketing Function

Vaco by Highspring is a national finance and accounting placement firm. The brief: generate qualified B2B leads at scale, prove revenue contribution, and do it on a budget finance would defend every quarter.

- **5 separate websites** splitting keyword equity and diluting the brand
- **No end-to-end attribution**, so paid spend ran without clear CPL, cost per SQL or ROAS
- **A stale CRM** with email open rates stuck at 20%
- **Weak organic search**, with fewer than 350 top-10 keyword rankings
- **No lead scoring or routing**, so sales got noise alongside real pipeline

Starting Point vs. Result





> **What success had to look like:** predictable lead volume tied to revenue, paid media that justified itself to finance, and a CRM that compounded value instead of decaying.

MY SYSTEM

One Funnel, Not Five Channels

Paid, organic, CRM and attribution were run as one system. Each layer was built to make the next one more efficient, and every dollar was traced from click to placement.



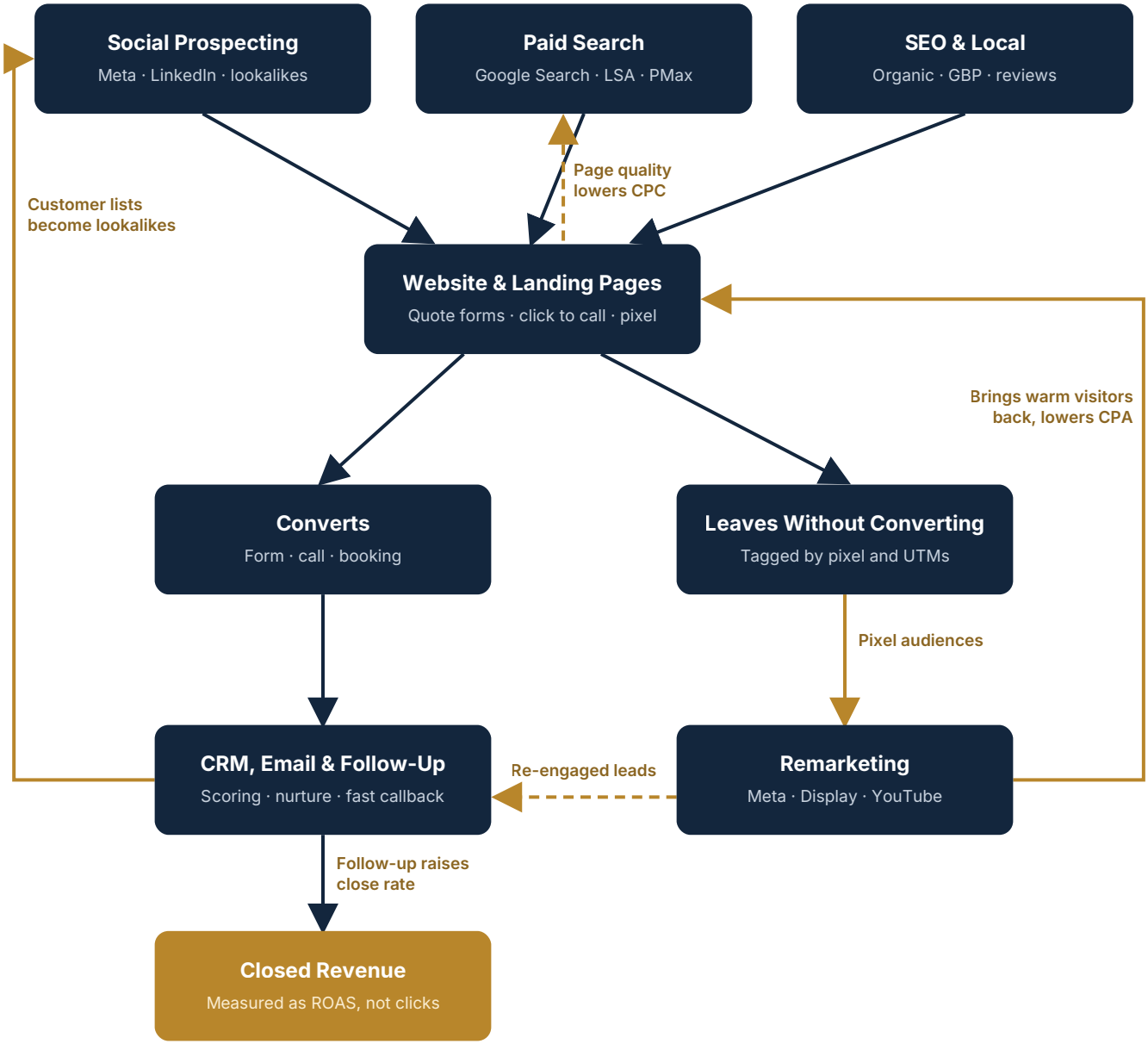
Every layer makes the next one cheaper. Results are read on revenue, not platform clicks.

THE WORKFLOW

How It All Connects

Traffic from every source lands on one website. Buyers who convert go into the CRM for fast follow-up. Visitors who leave are tagged and brought back through remarketing. Closed customers become lookalike audiences that find the next buyer.

Built and run in this engagement Recommended next phase



- **Every layer was live:** paid search, Meta and LinkedIn fed one consolidated domain, HubSpot scored and routed leads in minutes, and remarketing and nurture worked the rest.
- **UTMs closed the loop** from click to placement, so budget followed cost per SQL instead of platform conversions.

MY PROCESS

How the Work Was Done

I start with the revenue target and reverse engineer the system needed to hit it. Strategy comes before spend.

1. **Reverse engineer the revenue goal**
   Worked back from placement and gross margin targets to the lead volume, SQL rate and **CPL ceiling** paid media had to hit.

2. **Audit the full funnel**
   Mapped the 5 websites, the tracking gaps between ad click and CRM disposition, and the condition of the HubSpot database.

3. **Fix measurement first**
   Implemented **HubSpot UTM tracking** and GA4 events so every dollar tied to a lead, an SQL, a job order and revenue.

4. **Build the foundation**
   Consolidated the sites into one domain, rebuilt the CRM list architecture, and set lead scoring and routing rules.

5. **Launch by funnel stage**
   Separated prospecting, mid-funnel research and remarketing campaigns so they never competed. Performance Max was fenced with audience signals.

6. **Optimize on lead quality**
   Bi-weekly reviews with the Google rep, continuous creative testing, and monthly list cleanup. Lead quality, not volume, was the optimization signal.

7. **Scale what's proven**
   Grew spend to **$1M+ per month** only where cost per SQL held, and reported CPL, cost per SQL, CPA, CAC, ROAS and ROI to leadership weekly.

> **Every engagement:** three questions first (who is the customer, where are they in the buying journey, what moves them to the next step), a competitive audit before launch, diagnose before optimizing, and test one variable at a time.

Paid captures demand today. SEO and the CRM compound it. Attribution keeps every dollar honest.

02 · THE RESULTS

A Predictable, Attributable Engine

350%+
SUSTAINED ROAS
$1M+/month spend

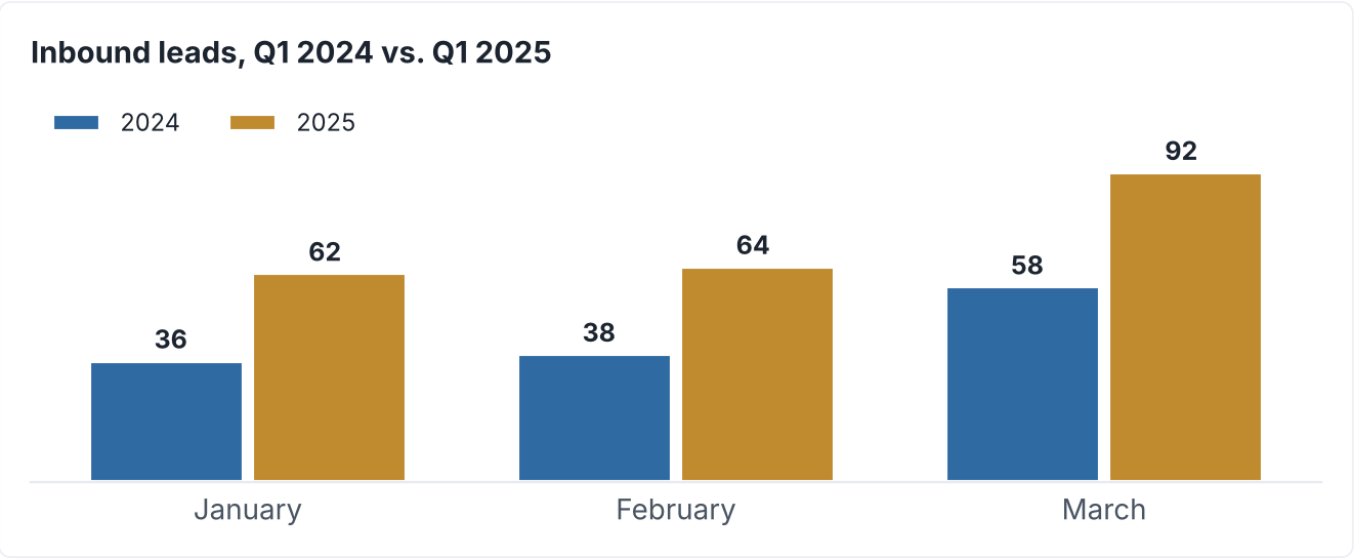
<$1K
COST PER LEAD
Down from $2,000+

60%
QUALIFIED LEAD RATE

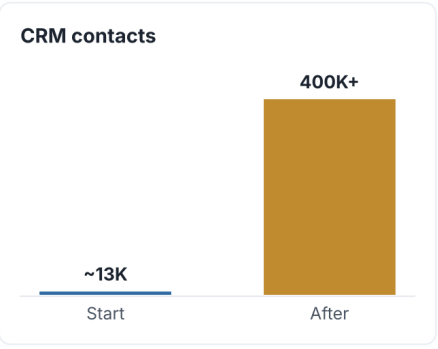
92
LEADS IN MARCH 2025
24 job orders

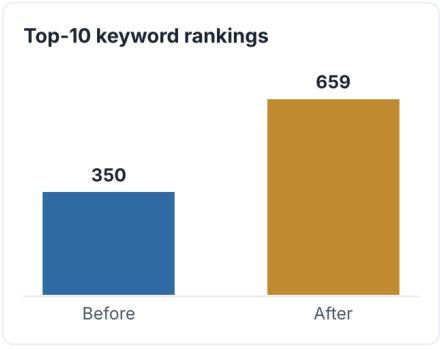
78%
SQL RATE
March 2025

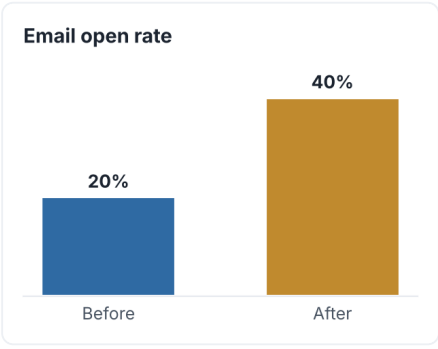
410K
SEO CLICKS
12 months



Inbound leads grew in every month of Q1, with March 2025 up 59% year over year.







Source dashboards are Vaco's internal and confidential. I can walk through them in an interview.

03 · LESSONS

What This Work Taught Me

1. Attribution is the unlock, not the dashboard.

Once every dollar had a clean line to a lead, an SQL and revenue, channel reallocation, budget defense and hiring decisions all got easier.

2. A CRM is a compounding asset or a liability.

A stale list at 20% open rates hurts deliverability. A clean, segmented list is one of the highest-leverage assets marketing owns. The 30% MoM sales lift came from treating it that way.

3. Paid and organic compound together.

Once keyword strategy, Google Business Profile authority and paid bidding worked from the same intent map, CPL dropped and organic share grew at the same time. The firm also landed its first ChatGPT-referred lead in late 2024.

Layer	Before	After
Paid media	CPL over $2,000	Under $1,000 at 350%+ ROAS
CRM	~13K contacts, 20% opens	400K+ contacts, 40% opens
Organic	Fewer than 350 top-10 rankings	659 top-10 rankings, 1,122% impression lift
Attribution	Platform-reported conversions	UTM to CRM to revenue, reviewed weekly

Capabilities Demonstrated

Paid search and paid social architecture · multi-channel attribution · CRM rebuild and segmentation · lifecycle automation · SEO and Google Business Profile authority · creative testing · executive reporting and budget defense.