

Orange 142 Helps Risk Management Client Eliminate Risks from Its Leads

The client saw a 2x increase in qualified leads, with a cost-per-lead that was nearly 50% less than expected.

About the client

Modern organizations face a multitude of risks due to their reliance on technology. Cyberattacks, data breaches, and disruptions to online services are just a few of the things that can stop business processes in their tracks, causing harm to customers and the brands reputation.

Orange 142's client was a risk management company. Effective risk management requires collaboration from different departments within an organization. This client worked as a partner for organizations navigating the complex world of digital risks, helping bring everyone together, leverage technology, and turning potential threats into opportunities for success.



The Challenge

The client wanted to update their website look and feel to increase the quality of new leads, and lower the cost of acquiring those leads. Also, leads were not flowing efficiently into their backend CRM. With the delays of processing leads, they were going cold and not able to be converted by the sales team. Ultimately, this was causing a loss of new customer acquisitions and revenue. In addition, the client had limited budgets with no digital awareness campaigns, making lower funnel campaigns work harder, needing more efficient strategies implemented.

The client approached Orange 142 for help in addressing this range of problems they were experiencing. The website felt dated and failed to convey their stature as top-tier risk managers. They requested a site refresh to reflect their digital prowess, and convey why other businesses could trust them with such a critical part of their companies.

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 Huddled Masses^{*}  Colossus SSP^{*}  Orange 142^{*}



We discovered that the backend systems were not optimized, and the CRM system was causing bottlenecks in lead capture, resulting in unnecessary delays to the sales team. By the time the leads were assigned, most had grown stale, hindering their ability to convert prospects into customers. Consequently, new customer acquisition stalled, along with revenue growth.

Further compounding the challenge, the client had a limited budget with no funds to do digital brand awareness campaigns. This meant that lower funnel campaigns needed to work harder, which in turn resulted in implementing more efficient strategies to deliver a lower cost per lead.

The Solution

Orange 142 isn't just a digital marketing and advertising agency. Our teams look at our clients' challenges from every angle, performing site performance audits, end-to-end audits of the sales funnel, and digital enablement to ensure our clients thrive in the digital ecosystem.

After studying the industry and interviewing employees within the company, we recommended a three-pronged solution:



CRM Optimization

We implemented software to connect website leads to the sales team in real time so that the client could convert more leads at a lower cost.



Website

In collaboration with the client, Orange 142 undertook a comprehensive website revitalization. This included a fresh design, streamlined user experience, and optimized lead forms, all strategically focused on driving conversions. Additionally, we enriched the website with relevant and engaging content that better showcased the client's expertise and value proposition to potential customers.



Media

To address the client's limited brand awareness and drive high-quality leads, we launched a multi-pronged digital advertising campaign that included Google Ads, programmatic display, and LinkedIn ads, all strategically crafted to attract ideal prospects. Recognizing the client's limited prior branding efforts, we leveraged the advanced machine learning capabilities of Google Ads Performance Max to achieve the broadest and most efficient reach possible. The goal of this strategy was to fill the upper marketing funnel with qualified leads, ultimately fostering a robust pipeline for the client's sales team.

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The Result: More Leads, Faster Response, Lower Cost Per Lead

Within one quarter, Orange 142 met -- and exceeded -- the client's expectations, delivering more than 2x more leads while decreasing the cost-per-lead by nearly 50%. The numbers speak for themselves. In just one quarter we delivered:

Numbers of Leads	+114% (delivering 1,350, up from 631)
Costs per Lead	-45% (\$88 per lead, down from \$162)
Click-through from ads	+26% (delivered 61,290, up from 48,810)
Engagement	+200%

“It’s gratifying to see these kinds of results for our clients, which is possible when we work closely with them to understand their needs and act as an extension of their teams.”

Amy Harris
VP of Business Development
Orange 142

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US, servicing marketers and agencies. We are part of Direct Digital Holding holding company, which is the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies, executing campaigns on behalf of their clients.

Our team of experts has a deep understanding of the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest level of service and transparency. We believe that open communication and collaboration are essential to the success of every advertising and marketing initiative.

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