



# Scaling High-Ticket B2B Lead Generation for Global IT Infrastructure

Case study: ServerFactory - Enterprise Servers & Workstations targeting USA & UAE markets

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Made with **GAMMA**

# The Business Challenge



## High-Intent Acquisition

Capture B2B decision-makers actively searching for enterprise-grade GPU servers, rackmount workstations, and Supermicro systems



## Global Market Penetration

Penetrate highly competitive, high-CPC markets in USA and UAE without letting Cost Per Acquisition spiral out of control



## Traffic Quality Assurance

Ensure traffic quality resulted in genuine sales opportunities, not wasted clicks from unqualified visitors

# Strategic Approach: Hybrid Architecture

To capture high-intent buyers while maintaining budget efficiency, I engineered a hybrid Google Ads architecture segmented strictly by geography and intent.

01

## Geographic Search Segmentation

Isolated high-intent keyword search campaigns by region (USA vs. UAE) for granular budget control

03

## GA4 Quality Layering

Integrated Google Analytics 4 to monitor engaged sessions and drive genuine B2B buyers

02

## Performance Max Integration

Deployed dedicated PMax campaign optimized for lead generation to capture top-funnel demand

04

## Value-Based Bidding

Utilized Maximize Conversions and Target CPA strategies to train algorithm for cost-effective leads

# Technical Execution Details



## Performance Max Optimization

Captured top-funnel demand and discovered new converting audiences across Google's entire network at significantly lower CPC rates.

## Geographic Isolation Strategy

Prevented the more expensive US clicks from cannibalizing the highly profitable UAE market, enabling independent optimization for each region.

## Audience Intelligence & Targeting

The backbone of this strategy was the deployment of **Custom Intent and In-Market audience layers**. By mapping search intent to specific hardware categories, we ensured our budget was spent on users with a documented "Propensity to Buy."

|   |                   |  |
|---|-------------------|--|
| ● <a href="#">Computers &amp; Peripherals</a>   | In-market segment | <a href="#">USA_Search_IntentKeywords_280126</a> |
| ● <a href="#">Computers &amp; Peripherals &gt; Computer Ac...<br/>Memory &amp; Storage</a>          | In-market segment | <a href="#">USA_Search_IntentKeywords_280126</a> |
| ● <a href="#">Business Services &gt; Business Technolo...<br/>Hosted Data &amp; Cloud Storage</a>   | In-market segment | <a href="#">USA_Search_IntentKeywords_280126</a> |
| ● <a href="#">Business Services &gt; Business Technology<br/>Enterprise Software</a>                | In-market segment | <a href="#">UAE_Search_IntentKeywords_280126</a> |
| ● <a href="#">Business Services &gt; Business Technology<br/>Network Systems &amp; Services</a>     | In-market segment | <a href="#">UAE_Search_IntentKeywords_280126</a> |
| ● <a href="#">Business Services &gt; Business Technology<br/>Network Systems &amp; Services</a>     | In-market segment | <a href="#">USA_Search_IntentKeywords_280126</a> |
| ● <a href="#">Business Services &gt; Business Technolo...<br/>Network &amp; Enterprise Security</a> | In-market segment | <a href="#">UAE_Search_IntentKeywords_280126</a> |

# The Results: High-Quality Lead Generation

## 50+

Total High-Quality Hardware Leads within a month

Generated across both USA and UAE campaigns with verified B2B buyer intent

## \$85

UAE Search Cost/Conv

Highly efficient cost per conversion for bulk of leads from primary UAE campaign

## \$18

PMax Cost/Conv

Top-of-funnel lead capture at exceptional efficiency through Performance Max campaigns

## 70%

Exceptional Qualified Lead Rate

The campaigns successfully achieved a highly targeted qualified lead rate of 70% and above.

## Predictable Scale

Established highly predictable and scalable Cost Per Lead for the client's sales team, successfully capturing mid-funnel demand across two highly competitive global markets.

| Add filter   |                    |                 |        |          |       |             |            |                          |          |                                   |            |              | Search | Segment | Columns | Reports | Download | Expand | More | ^ |  |  |  |
|--|--------------------|-----------------|--------|----------|-------|-------------|------------|--------------------------|----------|-----------------------------------|------------|--------------|--------|---------|---------|---------|----------|--------|------|---|--|--|--|
| Campaign   | Optimization score | Campaign type   | Impr.  | ↓ Clicks | CTR   | Conversion: | Cost       | % Engaged sessions (GA4) | Avg. CPC | Bid strategy type                 | Conv. rate | Cost / conv. |        |         |         |         |          |        |      |   |  |  |  |
| Drafts in progress: 0                                  |                    |                 |        |          |       |             |            |                          |          |                                   |            |              |        |         |         |         |          |        |      |   |  |  |  |
| Leads-PMax-130226                                      | —                  | Performance Max | 68,127 | 2,628    | 3.86% | 11.00       | \$202.63   | 87.59%                   | \$0.08   | Maximize conversions              | 0.42%      | \$18.42      |        |         |         |         |          |        |      |   |  |  |  |
| UAE_Search_IntentKeywords_280126                       | —                  | Search          | 15,646 | 965      | 6.17% | 38.00       | \$3,239.20 | 93.68%                   | \$3.36   | Maximize conversions (Target CPA) | 3.94%      | \$85.24      |        |         |         |         |          |        |      |   |  |  |  |
| USA_Search_IntentKeywords_280126                       | —                  | Search          | 7,224  | 283      | 3.92% | 6.00        | \$1,042.39 | 92.02%                   | \$3.68   | Maximize conversions              | 2.12%      | \$173.73     |        |         |         |         |          |        |      |   |  |  |  |
| Total: All but removed campaigns in your current vi... |                    |                 | 90,997 | 3,876    | 4.26% | 55.00       | \$4,484.22 | 89.64%                   | \$1.16   |                                   | 1.42%      | \$81.53      |        |         |         |         |          |        |      |   |  |  |  |

**Value-Based Bidding:** Utilized *Maximize Conversions* and *tCPA* strategies to train the algorithm for cost-effective, high-value leads

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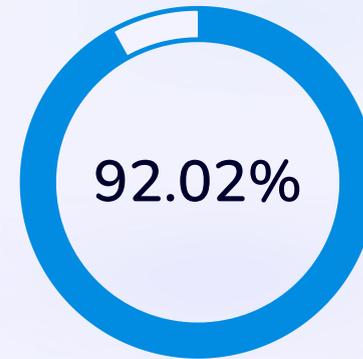
# Quality Metrics That Matter

By layering GA4 data, I verified that search ads were driving genuine B2B buyers, ensuring zero budget was wasted on immediate bounces.



Engaged Session Rate - UAE

Users stayed and interacted with complex product pages



Engaged Session Rate - USA

High-quality traffic driving genuine sales opportunities

# Strategic Impact Summary



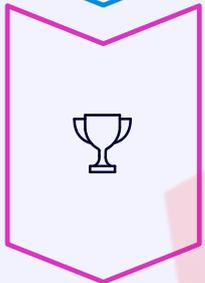
## Precise Targeting

Geographic segmentation ensured optimal budget allocation



## Data-Driven Bidding

Value-based strategies trained algorithms effectively



## Proven Results

50+ high-quality leads at efficient cost/conv rates within a month

