



■ Stoneridge Software

Case Study

Stoneridge Software reached out to Metric Marketing in August 2019 after attending one of Metric Founder and CEO Hannah McNaughton’s four-hour SEO Digital Summit workshops.

Stoneridge is a unique Microsoft Gold Partner, with an emphasis on partner. They attract the most knowledgeable experts to their team and prioritize delivering stellar solutions with maximum client impact.

For Metric, this was an instant cultural fit. From day one, we had a synergistic working relationship with Stoneridge and continue to have a healthy, collaborative business partnership.

The Problem

Stoneridge previously outsourced to another agency to rebuild their website, but the new site had major issues from the start. The website lacked proper redirects causing broken links and pages. Plus, analytics tracking wasn’t implemented correctly, preventing site performance data from being properly calculated. Stoneridge was left blind to how their site was performing. Additionally, Stoneridge wanted to expand their SEO and paid advertising efforts but lacked the internal expertise and bandwidth to launch effective campaigns.



“I love working with Metric! They “get” what we are trying to do and are able to provide clear ideas to make improvements, and they have a team of experts in all the areas we need. Plus, they’re fun to work with!”

LEAH BAKER

Senior Brand Engagement Manager
Stoneridge Software

■ What did we do?

- Search Engine Optimization
- Copywriting
- Content Marketing
- Paid Search Advertising
- Lead Attribution & Tracking

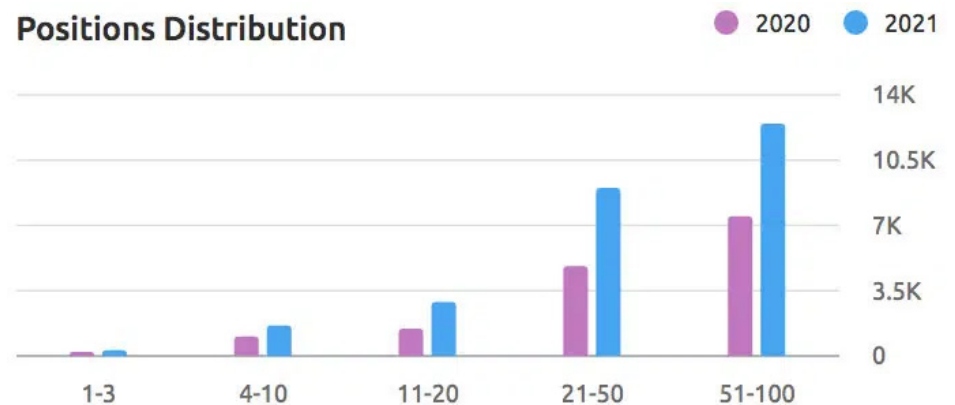
- Social Media Advertising
- Strategy Development
- Graphic Design
- Web Development

SEO: Keyword Visibility

In addition to paid ads, a significant amount of our resources went into search engine optimization. SEO is typically a long game; however, Stoneridge’s previous work to establish themselves as a trusted resource enabled Metric to make significant progress in a short period of time. The following chart shows position distribution and year-over-year (YOY) growth.

For sitewide data, Stoneridge increased the total quantity of keywords ranking in 2020 vs. 2021 from 7,000 to 10,000. Stoneridge also improved keyword position distribution for search engine results pages (SERPs) 1, 2, and 3... and it’s still climbing.

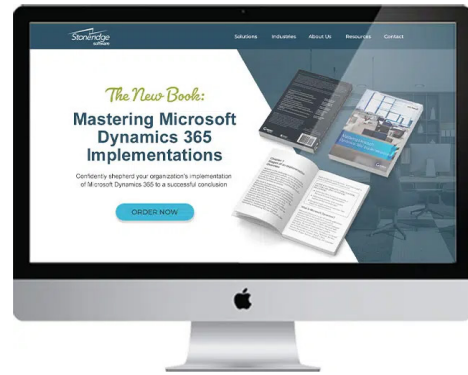
Positions Distribution



Paid Advertising

After conducting extensive research to understand Stoneridge's target personas, our team prioritized these personas by profitability. We conducted keyword research that informed our paid search campaigns. Once the campaigns were built out, we installed conversion tracking into Stoneridge's customer relationship management (CRM) platform to provide visibility into their CRM activity. Within the first two months, there were six qualified deals generated.

This revenue resulted in a \$32:\$1 return on ad spend (ROAS) from paid search alone. For reference, a \$4:\$1 ROAS is typically a healthy target.



Our Partnership Continues to Grow

After that first year's success, Stoneridge upped their game with a new website design and "doubled down" on their monthly plan—and it paid off. Between 2021 and 2022, our search campaigns continued to bring in qualified leads and increased form submissions by 80%.

- Organic form submissions increased by 56%.
- Paid form submissions increased 285% with a 17% reduced spend.

Today, we regularly meet with the Stoneridge team to report how their marketing efforts have paid off and identify new opportunities. Stoneridge provides clear direction on internal business goals and revenue-driving initiatives, allowing Metric to develop and execute creative digital marketing strategies.

This mutually beneficial partnership has allowed us to break new ground and propelled the Stoneridge team above and beyond their competition.

Shattering Revenue Goals

Fast forward a few months later—and only one year into the Metric-Stoneridge partnership—and Stoneridge experienced its biggest quarter ever. In Q1 of 2021, Stoneridge brought in \$20.4 million in revenue, shattering their quarterly \$10 million goal.

Now, we can't take credit for all of this. Stoneridge has a world-class reputation and a top-notch sales team. Below, we'll explore the marketing funnel and look at what contributed to a 100% jump in revenue.

The Results

- Website traffic increased by 25% from 109k to 145k users

From 99 to 114

15%

INCREASE IN SALES
QUALIFIED LEADS

From 132 to 210

59%

INCREASE IN
OPPORTUNITIES WON

From \$8.5M to \$20.4M

140%

INCREASE IN
REVENUE

- **Connect with Us!**

CONTACT US TODAY AND SCHEDULE
YOUR FREE WEBSITE AUDIT

