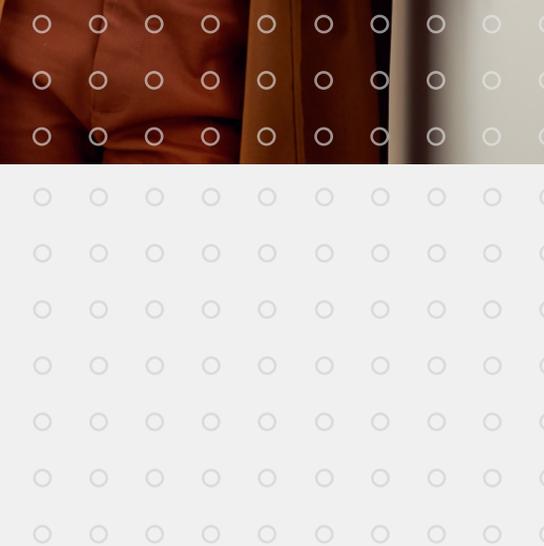




JUSTWORKS.

# Scaling Sales Qualified Leads for Justworks.

How OpenMoves propelled  
Justworks' new customer acquisitions  
through digital paid media.



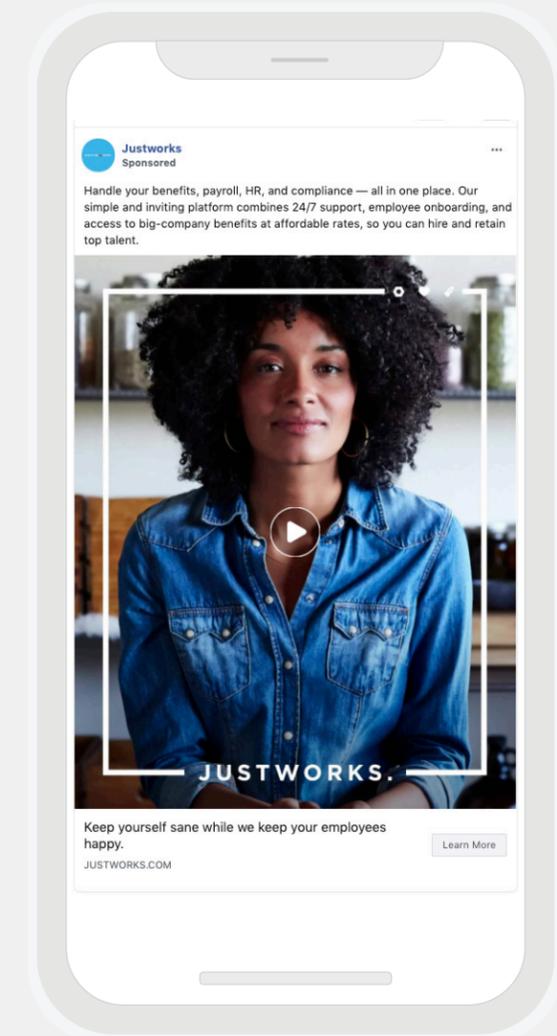
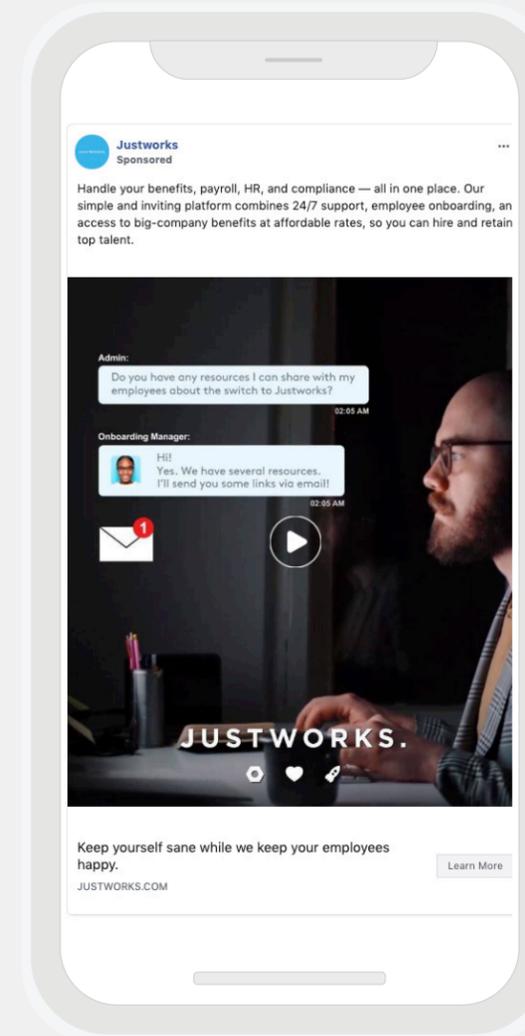
# Explosive Growth Year Over Year

**Justworks, one of the fastest growing HR technology companies in the country**, tapped OpenMoves with a clear mission - manage, optimize, and deliver more sales qualified leads through digital paid media. Over the last 18+ months, OpenMoves has succeeded in meeting and exceeding goals and helping Justworks become one of the leading HR SaaS companies. The results are staggering:



**“OpenMoves is the best PPC agency I’ve worked with - and I’ve worked with a bunch. Their expertise and strategic thinking allowed us to substantially grow paid digital as a performance channel while hitting CPA goals and other targets.”**

- Doug Nelson, Dir. of Revenue Marketing, Justworks



## The Challenge

When OpenMoves took over paid media for Justworks, campaigns were optimized for leads but not for Sales Qualified Leads (SQL). Justworks needed to target a specific slice of the broader market and count success only when a lead met Justworks’ firmographic specifications. The various goals included:

- Optimizing campaigns for SQLs - not just regular leads as with traditional businesses.
- Distributing UTM campaign data across all platforms and integrating it with Salesforce.
- Meeting aggressive cost per SQL goals and SQL quotas.
- Reducing high cost of acquisition and lessening the time it takes for leads to progress to Sales Qualified Leads.

## PPC Mechanics and Channels



### Solutions

- OpenMoves built workflows to optimize every keyword on Google Ads and every ad creative on Facebook down to MQL and SQL level data. Our approach drove down costs of acquisition and increased SQL.
- We teamed with Justworks to pair CRM and BI reports with acquisition data from Google Ads and Facebook. Our primary goal was to optimize bidding allocation through geographic performance, time of day, day of week, device and industry vertical.
- Improving lead quality: we decreased unqualified leads by applying our proprietary exclusion modules on Facebook and excluded hundreds of zip codes that did not convert down the funnel.
- Conversion rate optimization: OpenMoves built a conversion rate optimization framework to design and optimize landing pages and ad creative down to SQL level.

