

**Four15** Digital

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**GLOBAL LEADER IN FREIGHT  
FORWARDING**

Building A Non-brand Strategy

For B2B

## CLIENT

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FLEXPOR is a freight forwarder and customs broker platform, connecting all the parties in global trade: importers, exporters, trucking companies, ocean carriers, airlines, customs agencies, and port terminals - all through a single, secure, cloud-based platform.

FLEXPOR is a technology company setting out to disrupt freight forwarding. A true silicon valley unicorn, FLEXPOR began in 2013 as a start-up in a shared accelerator space, growing exponentially until 2019, when FLEXPOR's valuation hit \$3.2 billion after a \$1 billion investment led by softbank.

## CHALLENGE

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Create an integrated multi-channel strategy across paid search, social, and digital advertising as a whole, with the goal of growing inbound leads - especially from large enterprises - and prove to investors that FLEXPOR could truly disrupt the freight forwarding industry.

# SOLUTION

Four15 aligned with FLEXPOR on their digital campaign needs: robust tracking and profitable lead growth.

Four15 rebuilt the existing SEM campaigns, and re-worked every piece of ad copy to set up campaigns that would help identify:



Queries and audiences that drove leads



Offers and creative that improved ad clicks





## METHODOLOGY

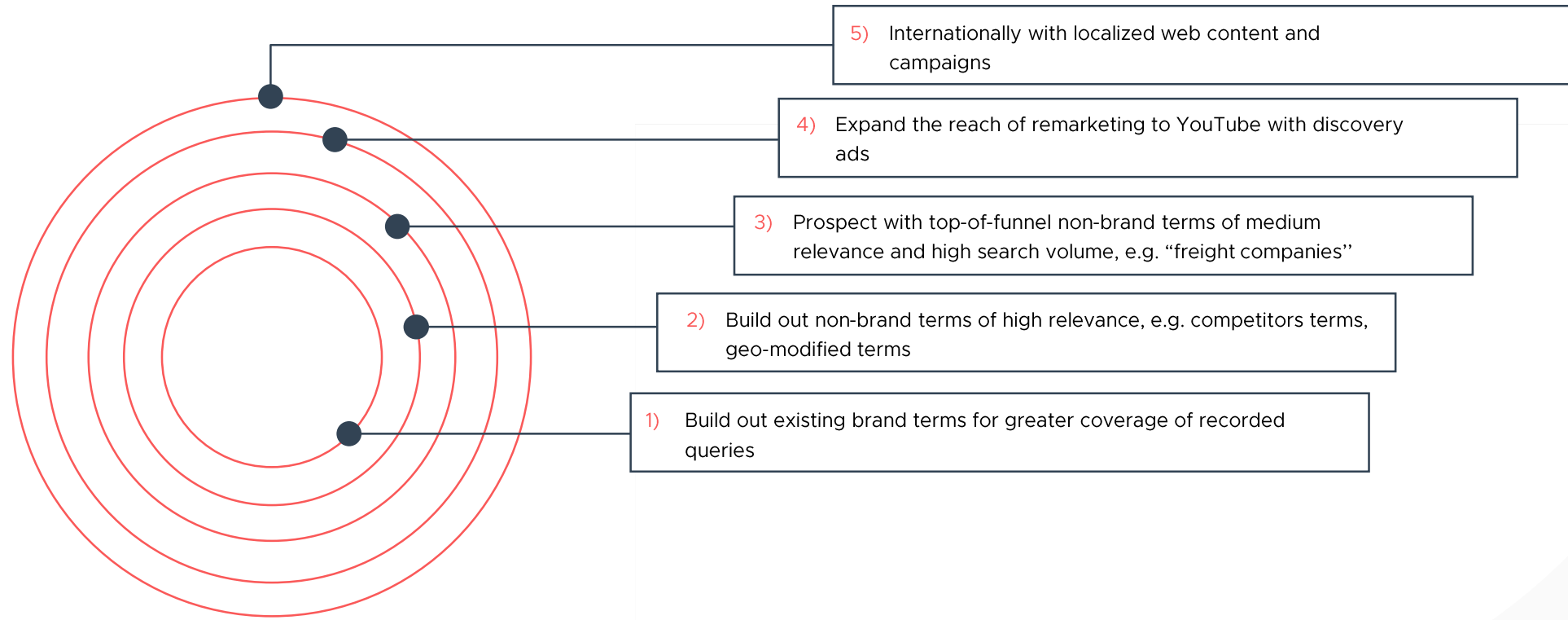
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When we took over management, FLEXPOR had a robust branding campaign on paid search and had been testing a small remarketing campaign. However, non-brand had not been explored, with less than 20% of the budget going to two small non-brand campaigns. In all, very little testing and exploration beyond brand search had been undertaken.

We knew that the FLEXPOR sales cycle was a lengthy one: multi-million dollar deals are not signed the same day a prospect clicks on an ad looking for a freight forwarding partner. While the current brand strategy succeeded at capturing leads that had already heard about the company, we knew that the best strategy for growth was to fill the top of the funnel with prospective leads: individuals that may have never heard of FLEXPOR, but needed their services and had screen time across Google, LinkedIn, and Facebook properties.

# METHODOLOGY

Our strategy was to use the full Google stack to find these users through Search, YouTube, Display, and Gmail, identify those audience segments that would convert, then target that audience across as many channels as possible. Our plan was to start in concentric circles of relevance, from the most relevant to the least relevant audiences:



# BUILD FOR GROWTH & OPTIMIZE



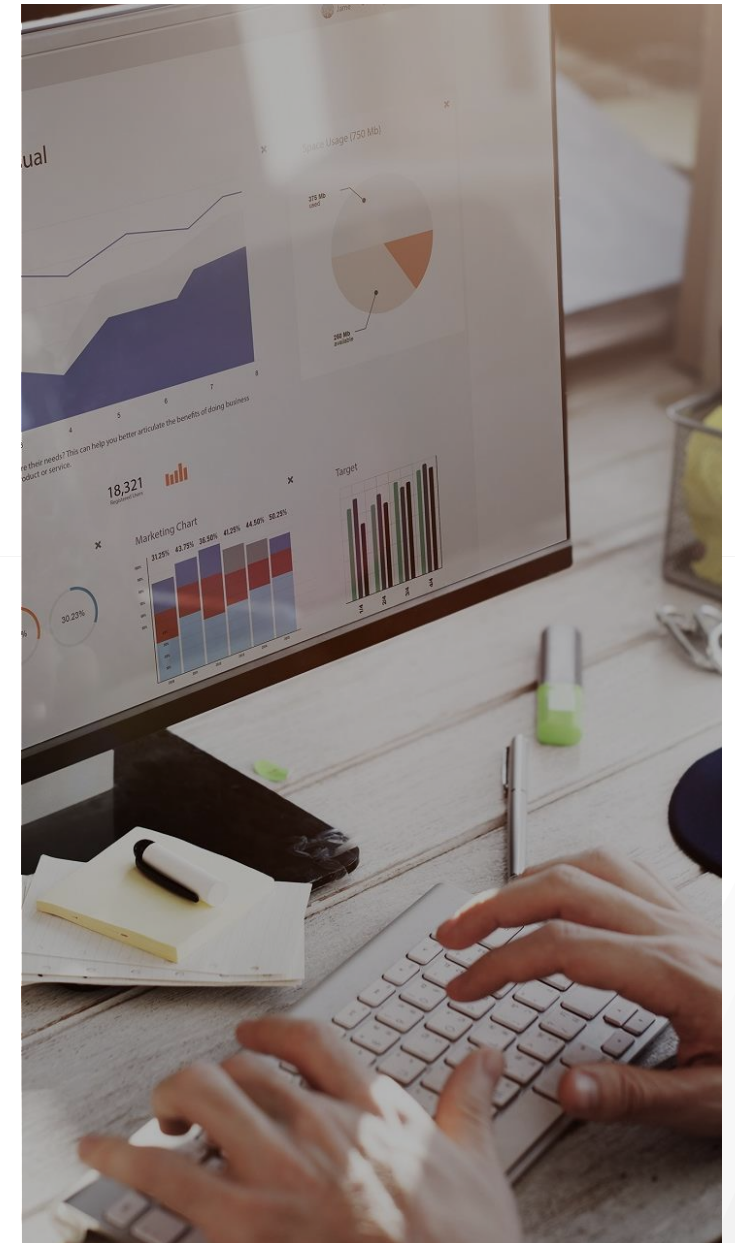
Our first step was to build out existing campaigns, optimizing ad copy for click-through-rate, and expanding keyword sets to include broad match modified prospecting terms. Next, we built out non-brand keywords of slightly less relevance but still targeting our relevant audience: competitor keywords and geo-specific terms relevant to areas of interest from existing customers. We then proceeded to expand the reach of the successful remarketing campaign by expanding to YouTube. We greatly expanded our reach beyond banner creative and into video with existing creative assets. At the same time, we began scaling back on those queries and ad copy variations that were not successful.



Over the initial weeks, Four15 identified those segments within the non-brand tests that were most successful at driving leads profitably. We also identified high-volume, low conversion keywords as areas of opportunity. Four15 provided recommendations to FLEXPORTE for new pages to be created that would align those high volume search campaigns with logical landing page experiences and improve conversion rates. This provided a further boost to lead volume and allowed for additional budget expansion on otherwise poor performing terms.



Once FLEXPORTE had a steady CPL and search traffic growth slowed in North America, we looked to international growth on paid search and turned towards paid Social Media to continue lead growth.





# RESULTS



By steadily testing and expanding into areas of less relevance, we had successfully grown the non-brand strategy for paid search, built a remarketing strategy across three platforms, and expanded into two additional countries, all while decreasing CPL.



Within **10 months**, we were able to increase paid search traffic by over **3000%** while decreasing cost per lead by **14%**.



Paid search increased from **3%** of total site traffic to almost **40%** of all site traffic for FLEXPOR in **one year**.



While often challenging, Paid Search is a valid channel for B2B organizations without having to rely solely on Brand queries. FLEXPOR and Four15 were able to accomplish this growth by starting with the most relevant in-market queries, and expanding outward audience by audience. Channel growth continued and FLEXPOR partners with Four15 to run paid Social Media campaigns - utilizing the same audience focus combined with robust targeting on platforms like Facebook and LinkedIn.

