

How We Became the Campaign Operations Backbone for a Global B2B SaaS Company

Client: Global B2B SaaS Platform (US & EU Markets)



CAMPAIGN SUMMARY

We acted as the offshore campaign operations partner for a fast-growing B2B SaaS company, owning day-to-day execution across paid media, CRM workflows, QA, and reporting. This enabled the in-house growth team to scale campaigns faster without operational bottlenecks.

BACKGROUND

A B2B SaaS company running multi-channel demand generation campaigns across North America and Europe struggled to maintain execution quality as spend and campaign volume increased. Growth leaders were spending too much time fixing issues instead of optimizing strategy and pipeline growth.

Target Audience: Mid-market and enterprise B2B buyers across the US and EU.

CHALLENGES

- 1 Execution Bottlenecks :** Campaign launches were delayed due to limited internal bandwidth.
- 2 High Error Rates :** Tracking issues, broken UTMs, and landing page mismatches impacted data accuracy.
- 3 Fragmented Reporting :** Inconsistent dashboards made it hard to assess true channel performance.
- 4 Scaling Constraints :** Growth depended on hiring more operators, slowing momentum.

STRATEGIES

- End-to-End Campaign Execution :** Owned campaign setup, QA, tracking validation, and go-live coordination
- Paid Media Operations Support :** Managed Google Ads, LinkedIn Ads, and Meta execution workflows
- CRM & Attribution Management :** Ensured clean handoff between ad platforms, HubSpot, and sales pipelines
- SOP & QA Frameworks :** Introduced standardized checklists, pre-launch QA, and post-launch audits
- Always-On Reporting :** Built live dashboards with consistent metrics and weekly performance insights

RESULTS



45% Faster Campaign Launches



90% Reduction in Tracking Errors



30% Improvement in SQL Attribution Accuracy



2x Scalable Campaign Capacity



206-337-9539



contact@imarketo.com



www.imarketo.com