

## Case Study

# Accelerating Business Expansion Through the Power of Paid Media

## THE CHALLENGE

After generating B2C success, a mental wellness app launched a B2B offering – but the company struggled to convert enterprise buyers.

## THE SOLUTION

SalientMG took the client through a B2B messaging exercise, then leveraged LinkedIn ads to test and validate:

- Value propositions
- Differentiators
- The new B2B tagline

## THE RESULTS



**164%** more clicks than the original projection



Tagline CTR was **2.6x** higher than industry benchmark



Campaign was used as a **messaging framework** for future campaigns