PATON DIGITAL

THE SAAS PAID MEDIA GROWTH BLUEPRINT

A practical framework for improving qualified demos, trials, conversion measurement, and acquisition efficiency.

Includes a 15-point growth scorecard and a 90-day action plan.

Prepared by Paton Digital | Educational guide, not a guarantee of results.

1 | Start with the business outcome

Paid media should optimize toward revenue-relevant outcomes, not just inexpensive form submissions. Map the path from click to lead, qualified lead, demo, trial, paid customer, and retained revenue.

• Define the primary acquisition event and the qualification standard.

• Calculate lead-to-demo, demo-to-customer, and trial-to-paid rates by channel.

• Use CAC, payback period, and pipeline contribution alongside platform CPA.

2 | Structure Google Ads around intent

Separate brand protection, high-intent nonbrand search, competitor terms where appropriate, and remarketing. Segment by distinct product solutions only where budgets and volume justify it.

• Audit search terms for irrelevant intent and overlapping coverage.

• Make landing pages match the promise and product use case of each ad group.

• Test automated campaign types only when conversion data and safeguards support them.

3 | Use Meta Ads to create and capture demand

Meta can reach qualified audiences before they search. Test creative angles around the buyer problem, product proof, and objections. Measure downstream quality rather than form volume alone.

• Test problem-solution, demonstration, and proof-led creative.

• Avoid unnecessary audience fragmentation.

• Retarget engaged visitors and qualified CRM audiences where privacy and consent permit.

4 | Build trustworthy measurement

Check GA4, Google Ads, Meta Pixel/CAPI, consent handling, and CRM event mapping. Where feasible, pass qualified and closed-won events back to ad platforms using approved integrations.

• Deduplicate browser/server events and validate attribution windows.

• Capture click identifiers and preserve UTMs through the lead funnel.

• Exclude spam, test events, and low-quality leads from optimization signals.

5 | Budget for learning and profitability

Prioritize proven high-intent campaigns before funding broader prospecting. Budget decisions should reflect conversion lag, sales cycle, lead quality, and marginal CAC rather than the cheapest reported CPC.

• Set minimum viable budgets per campaign based on observed conversion frequency.

- Review blended acquisition performance weekly and CRM quality monthly.
- Scale incrementally and document changes before interpreting results.

6 | SaaS growth scorecard

Score each item: 0 = missing, 1 = partially in place, 2 = consistently in place. Total possible: 30.

01. Clear definitions for lead, MQL/SQL, demo, trial, and customer [0 / 1 / 2]

02. Conversion tracking verified in ad platforms and analytics [0 / 1 / 2]

03. CRM stages tied to advertising source where practical [0 / 1 / 2]

04. Offline or qualified-lead conversion feedback configured [0 / 1 / 2]

05. Brand and nonbrand intent separated appropriately [0 / 1 / 2]

06. Search term and negative keyword reviews occur routinely [0 / 1 / 2]

07. Landing pages match campaign intent [0 / 1 / 2]

08. SaaS-specific proof and objections appear on landing pages [0 / 1 / 2]

09. Meta creative tests follow a documented hypothesis [0 / 1 / 2]

10. Audience and campaign structure avoids needless fragmentation [0 / 1 / 2]

11. Budget allocation reflects lead quality and marginal CAC [0 / 1 / 2]

12. Conversion lag and sales cycle considered in reporting [0 / 1 / 2]

13. Channel performance reviewed against pipeline outcomes [0 / 1 / 2]

14. Testing roadmap has owners, dates, and success criteria [0 / 1 / 2]

15. Sales and marketing agree on lead quality definitions [0 / 1 / 2]

Score: _____ / 30

0-10: Foundational gaps | 11-20: Improvement opportunities | 21-30: Focus on testing and scale. This is a practical diagnostic, not an industry benchmark.

7 | Your 90-day optimization roadmap

Days 1-30: Diagnose and repair

• Audit conversion actions, CRM mapping, and lead-quality definitions.

• Review account structure, search terms, creative, and landing pages.

• Establish a baseline scorecard and prioritize fixes.

Days 31-60: Test and validate

• Launch focused messaging and landing-page experiments.

• Improve conversion feedback and campaign exclusions.

• Compare qualified pipeline outcomes against the baseline.

Days 61-90: Consolidate and scale

• Shift investment toward validated segments and creatives.

• Expand cautiously into new keyword themes and prospecting.

• Document learnings and establish the next quarterly roadmap.

8 | Turn your scorecard into an action plan

List your three lowest-scoring areas and the owner responsible for each:

Priority 1: _____
Owner / deadline: _____

Priority 2: _____
Owner / deadline: _____

Priority 3: _____
Owner / deadline: _____

Get a second opinion

Paton Digital offers a free SaaS Paid Media Opportunity Review focused on campaign structure, conversion measurement, lead quality, and high-priority growth opportunities. The review is scoped and does not include a comprehensive implementation audit.

Request your review: Visit patondigitalmarketing.com and choose Schedule a Call.

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