

Case Study: Clio

Maximizing B2B Lead Quality for Growth

Aligning spend with customer value to increase revenue by 38%.



Client Overview

Clio is a global leader in cloud-based legal tech, helping lawyers boost profits, enhance client experiences, and securely manage firms from any device.

VOGLIO Services

- Paid Search Management
- Conversion Rate Optimization (CRO)
- Data Engineering and Analytics
- Web Design and Development

The Problem

Clio relied on paid search and SEO for leads but struggled to prove profitability. Their focus on cost per lead over revenue impact, combined with underperforming landing pages, limited paid media efficiency and left significant growth potential untapped.

Results

The VOGLIO team analyzed the unit economics of Clio's acquisition channels using lifetime value modeling. Insights from this analysis informed account optimizations that **increased revenue by 38%, reduced cost per lead by 22%, and improved closes by 35%**. Continued testing and refinement of ad copy and landing pages delivered sustainable performance gains.

↑ **35%**

Increase in Closes

↓ **22%**

Decrease in Cost per Lead

↑ **38%**

Increase in Revenue

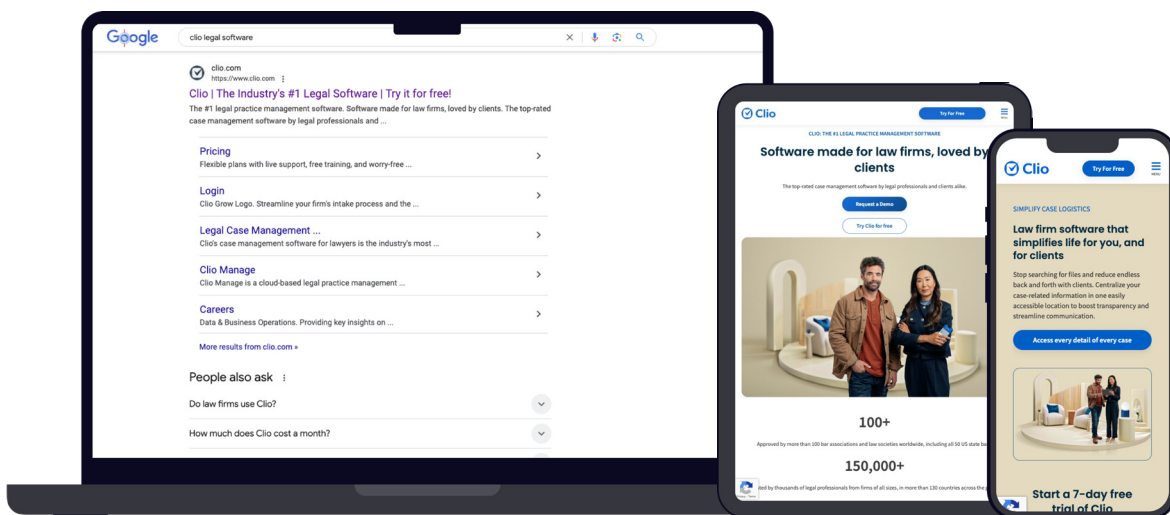
How We Did It:

Established a strong foundation for reporting

VOGLIO set up reporting to help Clio measure acquisition costs and the value of different leads they generated. This built the foundation for lifetime value (LTV) modeling and allowed the team to evaluate unit economics and downstream metrics for important account segments.

Data-driven testing and optimization

With these reports, the team started making data-backed optimizations to the account, including optimizations to account structure, bidding, and budgets. VOGLIO continued to lead iterative testing across ad copy and landing pages that helped identify which messaging, CTA, and user experiences drove high-value users to convert.



Why VOGLIO?

Since 2014, we've been helping businesses achieve their full digital marketing potential through powerful data tools, a world-class marketing team, and trustworthy partnerships. We know that a successful digital marketing program begins with good data and attribution. Our team is highly skilled at integrating data across marketing platforms and CRM systems to provide a full-funnel, cross channel view of our clients' marketing efforts. Our reporting and analytics help us understand customer lifetime value, return on ad spend, and enable us to optimize our clients' accounts towards profitability.