




# Black Pearl Mail



## HOW PARACORE INCREASED LEAD VOLUME AND DECREASED COST PER LEAD

### What challenges were Black Pearl Mail looking to solve?

Prior to working with ParaCore, Black Pearl Mail needed to identify how to make PPC and SEM channels more profitable. They struggled to build consistent lead flows and control the cost per lead across paid search and social vehicles.

Pain Points	ParaCore Solution	Results
 <ul style="list-style-type: none"><li>• Higher than average cost per lead vs. competitors</li><li>• Lead volumes that did not support existing sales resources</li><li>• Low converting landing pages</li></ul>	 <ul style="list-style-type: none"><li>• We built focused and optimized landing pages segmented by service offerings</li><li>• Expanded optimized ads into international markets</li><li>• A/B tested multiple CTA's and expanded retargeting and interest-based audiences</li></ul>	 <ul style="list-style-type: none"><li>• Decreased cost per lead by 60% in the first 5 months</li><li>• Increased lead volume by 400%</li><li>• Increased conversion rates from 6% to 10%</li></ul>



*"ParaCore began delivering tangible results very quickly. Their team is knowledgeable, fast, and responsive, making them an excellent partner, especially for startups. Their attention to detail and proactive approach is impressive."*

**SHAUN SCHULMAN**

CMO, Black Pearl Mail

For more information, visit [www.paracore.com](http://www.paracore.com) or  
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