



Paid Media Audit + Action Plan

LinkedIn + Google

What this plan needs to achieve

Stop the bleeding

- Stop spending on the wrong people and searches.
- Find what is driving revenue and what is not.

Use the budget well

- Focus the remaining fiscal-year budget.
- Make North America work before expanding.

Build for next year

- Make paid media contribute to pipeline.
- Use the results to plan the next fiscal year.

Now → Next → Later

NOW

- Quick wins and problems we can fix with existing access.

NEXT

- Work we can deliver through an agency relationship.

LATER

- Changes that need sales, marketing and operations working together.

Stop the bleeding before increasing spend

Google

- Remove Display and Search Partners.
- Restrict central delivery to the intended North America locations.
- Separate quotes from downloads in reporting.

LinkedIn

- Pause expired event ads and broad pooled boosts.
- Disable document-campaign expansion and offsite delivery.
- Keep approved regional budgets separate.

Fiscal year-to-date spend

\$58,794

Google

LinkedIn

\$31,178 · 53%

\$27,616 · 47%

Where Google’s budget went

Network	Spend	Quote credits	PDF credits
Google Search	\$15,476	10	38.7
Search Partners	\$8,852	6	6.0
Display	\$6,665	4	5.0

\$4,972 of Display spend came from inside Search campaigns.

Display is not restricted to our target buyers

Current setup

- Optimized targeting is on.
- No contact-list, interest or custom-audience criteria were returned.
- US targeting also allows location interest.

What it produced

- \$1,693 in standalone Display spend
- 1 quote credit + 1 download credit
- No verified sales outcome

Where LinkedIn’s budget went

Campaign type	Spend
Boosted posts · single image	\$7,765
Boosted posts · document	\$2,933
Boosted posts · video	\$1,634
Product videos · US	\$6,245
Documents · cold / engaged	\$6,300
Problem-led / project-value tests	\$2,239
Other boosts + legacy activity	\$501

Reported conversions do not tell us the pipeline

Google · through October 6

- 20 quote-event credits
- 49.7 PDF-download credits
- Both count in the main conversion total.

LinkedIn · through October 7

- 2 quote credits, both after ad views
- 39 download credits + 10 form starts
- No recorded native lead-form submissions.

The North America campaign is leaking budget

\$3,357 on weak networks

- Search Partners: \$1,430
- Display: \$1,927
- No quote or download credits.

\$3,272 outside the US

- India \$769 · Pakistan \$371
- Nigeria \$360 · Saudi Arabia \$265
- No quote or download credits.

These two groups overlap; do not add them.

Only 8.2% of impressions reached the US

Country	Share of impressions	Reported spend
Colombia	25.0%	\$1,148
Saudi Arabia	13.3%	\$2,482
Argentina	11.5%	\$609
United States	8.2%	\$14,842
United Arab Emirates	7.7%	\$1,356
Brazil	7.7%	\$309

The US still received 54% of spend. Cheap impressions elsewhere dominate the volume.

The campaigns are not selecting a buying group

30.3%

Entry-level impressions

5.6%

Director, VP and CXO impressions

- The main boosts require neither a target company nor a buying role.
- Followers, Page audiences and broad solar-industry interest can qualify.

These job titles received the ads

Job title	Impressions	Share of all impressions
Software Engineer	28,500	0.87%
Administrative Assistant	17,202	0.53%
Teacher	16,368	0.50%
Intern	11,014	0.34%
Full Stack Engineer	9,357	0.29%

Examples to review for fit. Titles alone do not establish company or buying relevance.

Your demand gen score

40_{/100}

**Paid media is not yet a reliable
source of pipeline.**

ASSESSMENT

Your assessment across categories

Category	LinkedIn	Google
ICP + goals	Buyer list missing	Buyer list missing
Technical setup	Needs repair	Needs repair
Targeting	Critical gap	Broad + noisy
Creative	Usable foundation	Search copy usable
Landing pages	Needs sharper offer	Needs sharper offer
Analytics	Pipeline unclear	Conversions blended

Account review: priority actions

NOW

- Remove Display and Search Partners.
- Correct North America location settings.
- Stop expired ads and broad pooled boosts.
- Keep regional funding separate.

NEXT

- Define the companies and people we want to reach.
- Separate quotes, downloads and pipeline reporting.
- Rebuild campaigns around qualified demand.

Define who buys, why they buy and how to reach them

What we need to learn

- Job titles, responsibilities and daily language
- Sales cycles, project stages and priority markets
- Reasons for buying, objections and competitors

One shared deliverable

- A full list of target companies
- Buying roles and named contacts in each
- Sales-call evidence behind the messages

Make North America work first

- Concentrate on a market the team understands and values.
- Reach companies that can buy utility-scale products.
- Get a clear signal before spreading budget across more territories.
- Keep India and Latin America's separate funding outside this plan.

Build Faster · More Energy · Less Risk

Build Faster

- Developers + EPCs
- Construction speed
- Installation complexity and cost

More Energy

- Owners + operators
- Energy yield and returns
- Uptime and operating performance

Less Risk

- Technical advisers + buyers
- Wind resilience and reliability
- Project confidence and bankability

SECTION ACTIONS

ICP + goals: next steps

NEXT

- Build the target-company, job-title and contact list.
- Review sales calls for buying reasons and buyer language.
- Create audience-specific campaigns and lead magnets.
- Support Shana's wind-engineering proof program.

LATER

- Keep the buyer definition current using won and lost deals.

Fix the settings that reward the wrong traffic

- 128 active keywords are broad match.
- All six active Search campaigns use Maximize Clicks.
- Quotes and PDF downloads are both primary conversion goals.
- Search Partners is on; some Search campaigns also use Display.

Make the setup support qualified demand

Already in place

- Campaign spending limits
- Offsite delivery and expansion off in 9 of 10 material campaigns

Still needs work

- Document boosts have both switches on.
- Some ad links use stale source labels.
- No verified dayparting or end-to-end attribution.

Technical setup: next steps

NOW

- Remove Google network waste and review broad-query spending.
- Disable document-boost expansion and offsite delivery.
- Review schedules and confirm changed settings.

NEXT

- Fix UTMs and source IDs.
- Test the complete ad-to-form-to-CRM journey.
- Align bidding with qualified inquiries.

Pay to reach the people who can buy

Contacts

- Upload our permitted contact data.
- Reach known people at relevant companies.

Companies

- Use a named-company list.
- Add the right job titles and functions.

Qualified reach

- Separate engagement and lead capture.
- Prefer buyer fit over cheap clicks.

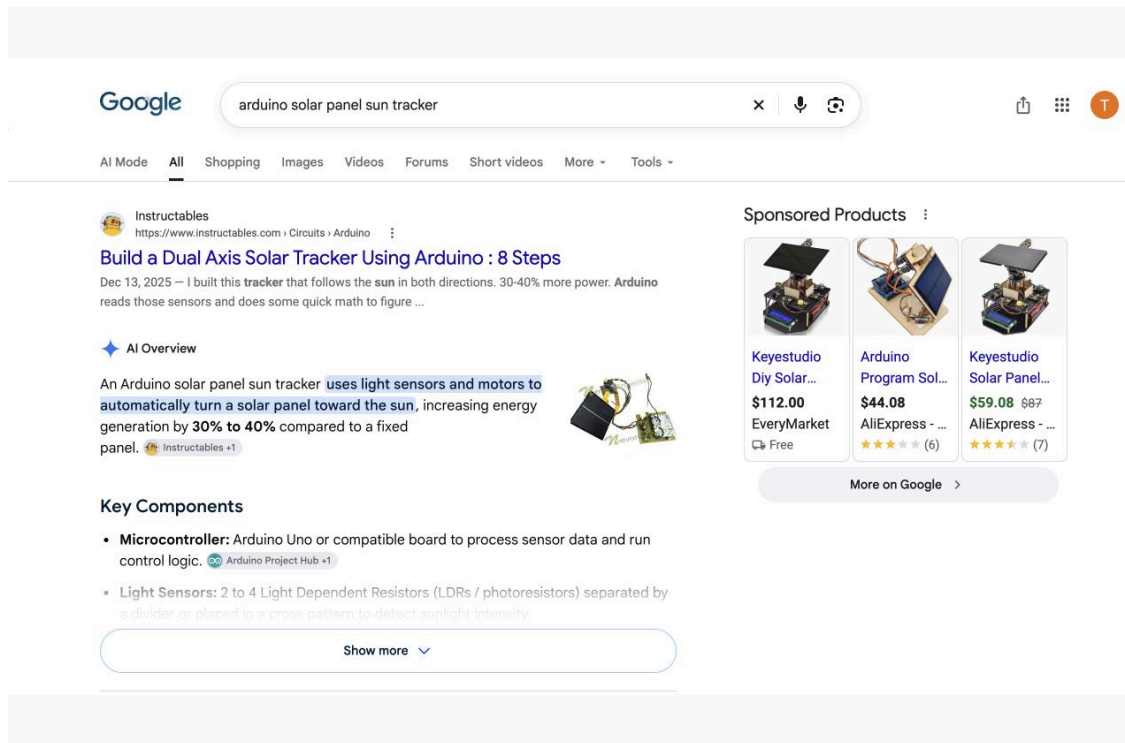
Brand searches are carrying the visible results

Search term · all campaigns	Spend	Conversion credits
nextpower	\$3,196	22
next generation solar panels	\$670	0
new solar products	\$525	0
originally manufactured by voltronic power	\$203	0

All 23.17 credits in the visible North America search terms came from the brand group.

3 · TARGETING · GOOGLE

A solar-tracker search can mean a DIY project



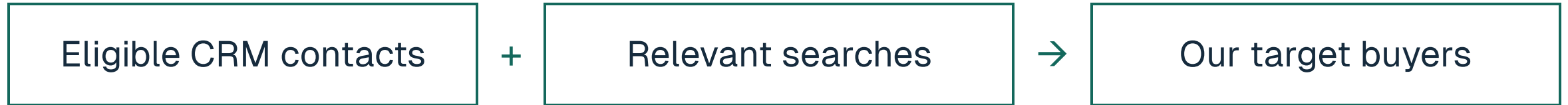
Actual paid queries

- “arduino solar panel sun tracker”
- “diy solar panel array”

What the search returns

- Arduino tutorials and science projects
- DIY kits and small home equipment

Use prospect lists to make broader searches relevant



- Test broader product terms against our eligible prospect audience.
- Keep brand demand separate from new-buyer activity.
- Use customer and opportunity lists for distinct campaign goals.

Competitor searches show evaluation intent



- Start with the competitors sales encounters in real deals.
- Show the product difference and supporting evidence.

Targeting: next steps

NOW

- Separate brand reporting.
- Review non-brand terms consuming spend.

NEXT

- Rebuild LinkedIn around contacts, companies and buying roles.
- Review delivered titles and companies weekly.
- Filter Google keywords for commercial intent.
- Test eligible prospect lists and competitor campaigns.

The ads need to speak to each buying stage

Early research

- White papers and technical guides
- A problem the buyer recognizes
- A reason to learn more

Evaluation

- How the product works
- Tracker, software and project detail
- Specific performance evidence

Decision

- Customer stories
- Case studies and testimonials
- Proof that reduces risk

Use the copy to qualify harder

The current foundation

- Search copy already names the products.
- It needs more buyer and application detail.
- Generic Display assets are a lower priority.

Examples to test

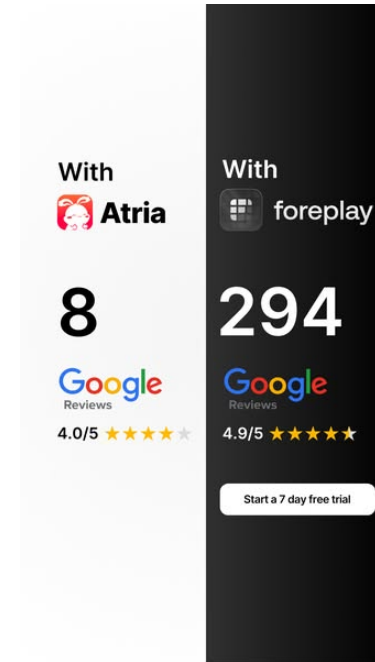
- “Utility-Scale Solar Trackers for EPCs”
- “Solar Software for O&M Teams”
- “Tracker Solutions for Large Solar Projects”

4 · CREATIVE · BRANDED REFERENCES

Clear proof can still look enterprise-ready

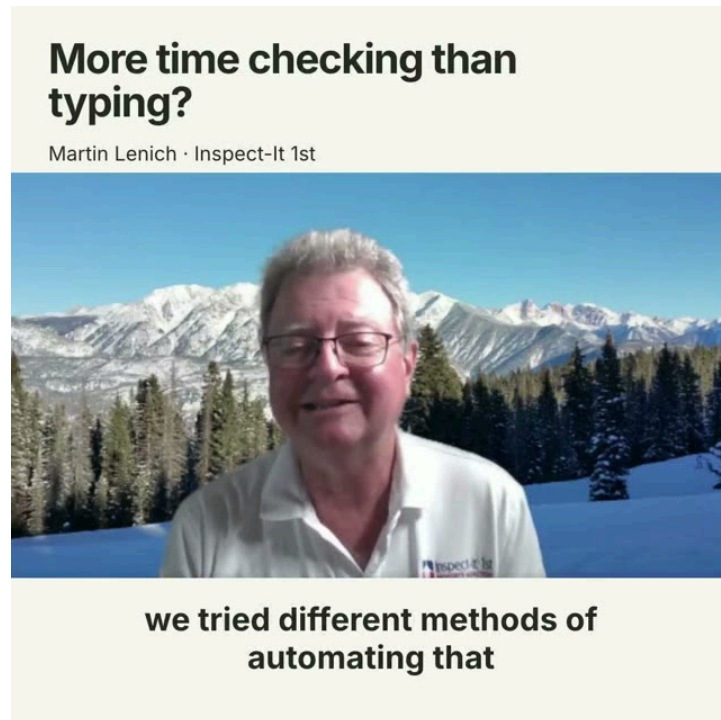


Zapier · named customer proof



Foreplay · clear comparison

Let a customer explain the result



Sensible × Inspect-It

- A real customer
- A specific workflow problem
- A concrete result

Creative: next steps

NEXT

- Test buyer-specific messages across the buying cycle.
- Use Google copy to qualify for utility-scale projects.
- Build branded ads with approved quotes and product proof.
- Record a relevant customer story.

Make the next step clearer and more relevant

What is there

- Product information and technical evidence
- A visible route to inquire
- A foundation we can improve

What needs work

- Long, generic enterprise copy
- Buyer language and product proof buried
- Too much effort before the visitor gets value

Capture the lead before asking for everything

Current downloads

7 required profile fields
+ 2 consent boxes



Proposed test

Work email
Company
Country

Make the report and its value obvious

Ready, set, AI: Harness responsible AI data governance for better business [Watch Now](#)



The future of AI in data intelligence and integration software

It's clear that generative AI (GenAI) is making waves — it's driving intelligent automation and changing how we extract value from data. While AI-driven automation in data intelligence and integration software already exists, GenAI opens new opportunities to enhance automation even further.

Discover how CDOs can maximize AI value and increase business results with the IDC report, "AI in Data Intelligence and Integration Software for the Future of Enterprise Intelligence."

You'll learn:

- The four key pillars of enterprise intelligence
- Key takeaways and recommendations for AI in data intelligence and integration software



Thank you for your interest in Informatica. Please complete the form below to have this item emailed to you.

All fields are required.

Informatica

- A named report
- Specific takeaways
- A visible form beside the offer

SECTION ACTIONS

Landing pages: next steps

NEXT

- Build focused campaign and technical-content pages.
- Shorten forms and test confirmation and asset delivery.

LATER

- Enrich opted-in leads and send company context to sales.

Make every paid lead visible in the CRM

- Separate quote submissions, downloads and form starts.
- Carry UTMs and campaign IDs into HubSpot.
- Show the lead, company, campaign and sales status in one report.
- Test for missing sources and duplicate conversion events.

See which named accounts are seeing the ads



- Fibbler reports company-level ad exposure and engagement.
- It shows whether we are reaching the accounts we want.
- That context helps explain the longer journey before a form fill.

Connect the data that tells us who buys and why

- Connect HubSpot and Salesforce records.
- Analyze closed-won and closed-lost deals.
- Review sales calls, objections and buying triggers.
- Feed account lists and qualified outcomes back into campaigns.

Analytics + attribution: next steps

NEXT

- Create one paid-lead report in HubSpot.
- Verify it against actual form submissions.
- Set up Fibbler for named-account reporting.

LATER

- Connect HubSpot and Salesforce.
- Link engagement to contacts and opportunities.
- Use won/lost deals and sales feedback to improve campaigns.

EXPECTED RESULTS

What each stage should change

NOW

- Less irrelevant delivery
- Spending under control
- Clearer conversion reporting

NEXT

- Qualified accounts seeing the ads
- Relevant leads captured
- Paid leads visible in the CRM

LATER

- Campaigns informed by won/lost deals
- Account engagement linked to pipeline
- Better evidence for budget decisions

PROPOSED NORTH AMERICA BUDGET

70% LinkedIn / 30% Google through March

Month	LinkedIn	Google	Total
October	\$7,000	\$3,000	\$10,000
November	\$8,400	\$3,600	\$12,000
December	\$8,400	\$3,600	\$12,000
January	\$8,400	\$3,600	\$12,000
February	\$8,400	\$3,600	\$12,000
March	\$8,400	\$3,600	\$12,000
Total	\$49,000	\$21,000	\$70,000

SECTION ACTIONS

Budget + reporting: next steps

NOW

- Reconcile the call budget with spending since September.
- Set monthly North America caps using the 70/30 proposal.

NEXT

- Assign owners to the action plan.
- Review buyer fit and lead quality weekly.
- Use pipeline evidence to adjust the plan as it develops.

Your examples and action plan

[Open the complete action plan ↗](#)

[Open your selected examples ↗](#)

[Full Maestro swipe file ↗](#)

Password: **maestro**

NOW: action checklist · 1

- Start with the sources of wasted spend.
- Fix the immediate problems while we prepare the next stage.
- Redirect spending toward the North America commercial plan.
- Remove Display and Search Partners from the central program.
- Pause standalone Display and remove Display expansion from Search.
- Replace broad boosts with clearly defined buyer audiences.

NOW: action checklist · 2

- Use presence targeting and remove the two network options.
- Separate the central North America budget from regional activity.
- Read back each changed setting and monitor delivery against it.
- Focus the central plan on North America.
- Remove network waste and review the broad-query spend.
- Correct the document settings and review local-time delivery.

NOW: action checklist · 3

- Separate brand reporting; review the non-brand terms consuming spend.
- Reconcile the \$70,000 call budget with spending since September before setting live caps.

NEXT: action checklist · 1

- Produce one CRM view of paid leads, their companies and their sales status.
- Require company fit and a relevant decision-making or technical role.
- Review delivered titles and companies weekly against the approved buyer list.
- Prioritize buyer targeting and measurement before adding more media.
- Build one buyer definition, then repair each channel around it.
- Build the account and contact list; interview sales and review sales calls.

NEXT: action checklist · 2

- Support Shana's wind-engineering initiative with evidence of performance in harsh conditions.
- Build audience-specific ads and lead magnets using the language heard in sales calls.
- Test conversion tracking, fix source IDs and align bidding with qualified inquiries.
- Fix UTMs and test each ad-to-form-to-CRM journey.
- Rebuild North America campaigns around contacts, companies and buying roles.
- Filter commercial keywords and qualify the buyer in the ad copy.

NEXT: action checklist · 3

- Check list eligibility and match volume, then launch a restricted-audience test.
- Run a small competitor campaign with its own budget and results.
- Keep the product foundation; test stronger messages with the right audience.
- Optimize for relevant inquiries, accepting fewer irrelevant clicks.
- Create branded proof ads using approved customer quotes and product facts.
- Record an approved Nextpower customer story for the relevant buying group.

NEXT: action checklist · 4

- Build focused campaign pages with a clear offer and a shorter form.
- Shorten the form and test the complete delivery journey.
- Build a focused technical-content page using the same clear structure.
- Build the paid-lead report and verify it against actual form submissions.
- Set up Fibbler for account reporting across LinkedIn and Google.
- Review buyer fit and lead quality weekly; use pipeline evidence as it develops.

NEXT: action checklist · 5

- Use the action plan to assign owners and begin the priority work.

LATER: action checklist

- Use won and lost deals to keep the buyer definition current.
- Enrich opted-in leads and send the company context directly to sales.
- Connect engagement history to contacts, opportunities and sales activity.
- Build the shared sales and marketing feedback process for the next fiscal year.