

DISRUPTIVE

Case Study



50% Pipeline Growth in 90 Days:

This B2B SaaS Brand Finally Made
Paid Search Predictable

Initial Business Situation

PhotoShelter, a digital asset management (DAM) and social content distribution platform for brand teams, came to us after working with a previous agency that delivered erratic results.

Their paid search strategy was volatile, with performance fluctuating wildly, and the internal team couldn't rely on the data to make informed decisions. Modeling was based on averages that hid serious conversion issues, and the paid search strategy lacked real signal quality.



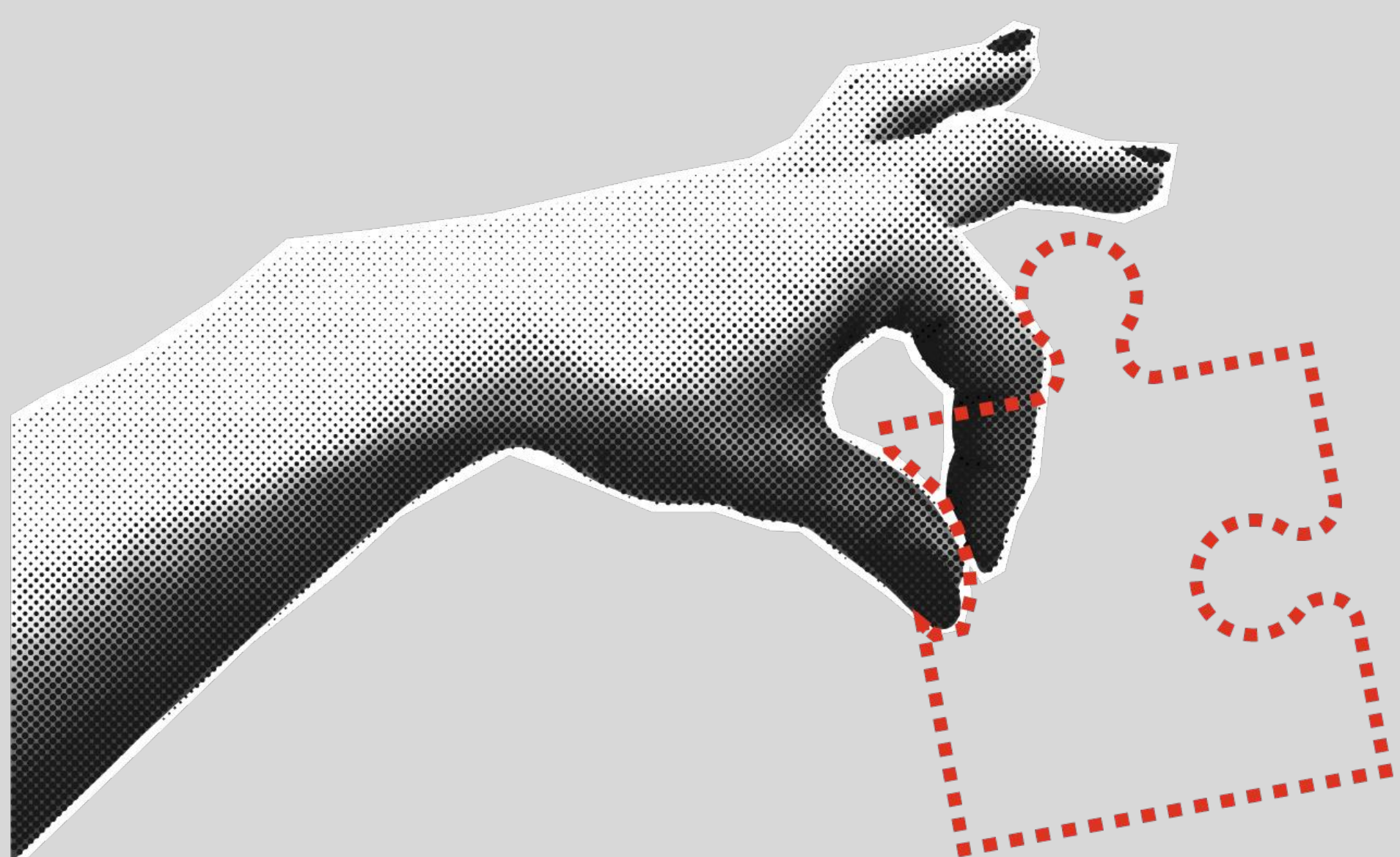
“You’re Not Going To Find A Better Strategic Execution Partner. Disruptive Supports Us From Strategy Clear Into The Tactical Experience. Our Team Is Lean, And We Wouldn’t Be Able To Deliver The Same Pipeline Results Without Them.”

— **Madelynn Conrad**

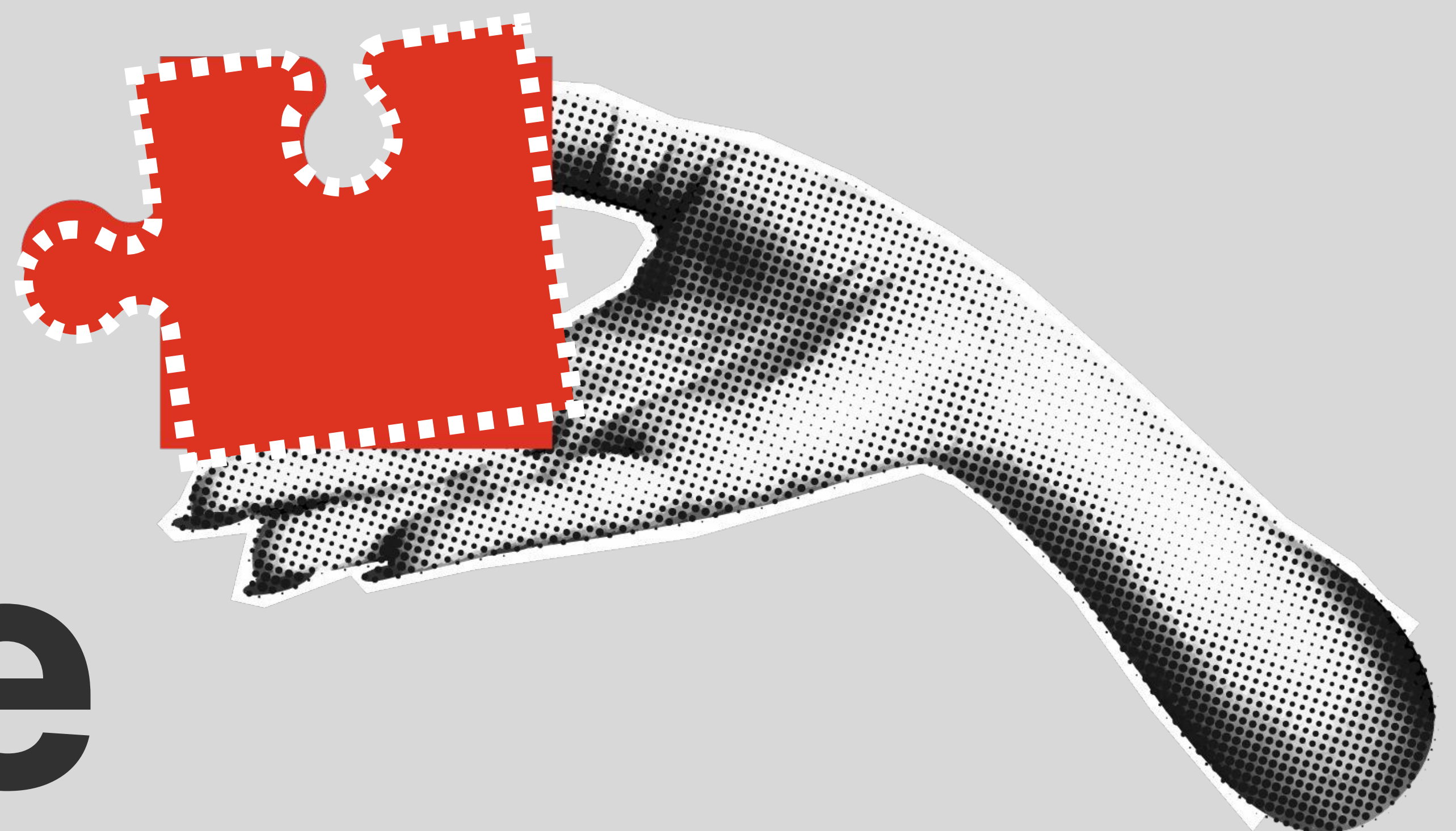
Senior Manager Of Growth Marketing PhotoShelter

Emotional State

The team had lost confidence in paid search and couldn’t justify its ROI internally. There was pressure from leadership, unclear attribution, and a lack of clarity around what was truly driving growth.



The Challenge



The Solution



Discovery Phase

We started by aligning on what mattered most: pipeline growth. Before touching campaigns, we clarified how the business defined MQLs, SQLs, and SQOs and how each impacted pipeline performance.

That alignment unlocked the entire strategy.

Implementation

Google Ads Overhaul: We overhauled end-to-end tracking to align platform inputs with revenue-producing outcomes.

CRO as a Force Multiplier: Testing landing pages drove a 48% lift in form submissions by refining CTAs and messaging.

Tactical CTA Testing: We tested [Book a Demo] versus [Buyers Guide Download]. Whitepaper downloads inflated MQL volume but hurt MQL to SQL conversion. Switching to demo-focused CTAs closed that gap quickly.

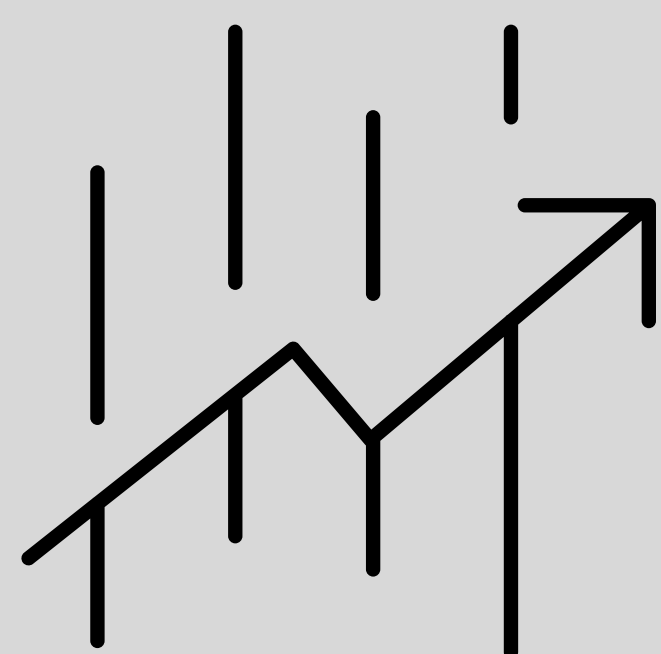
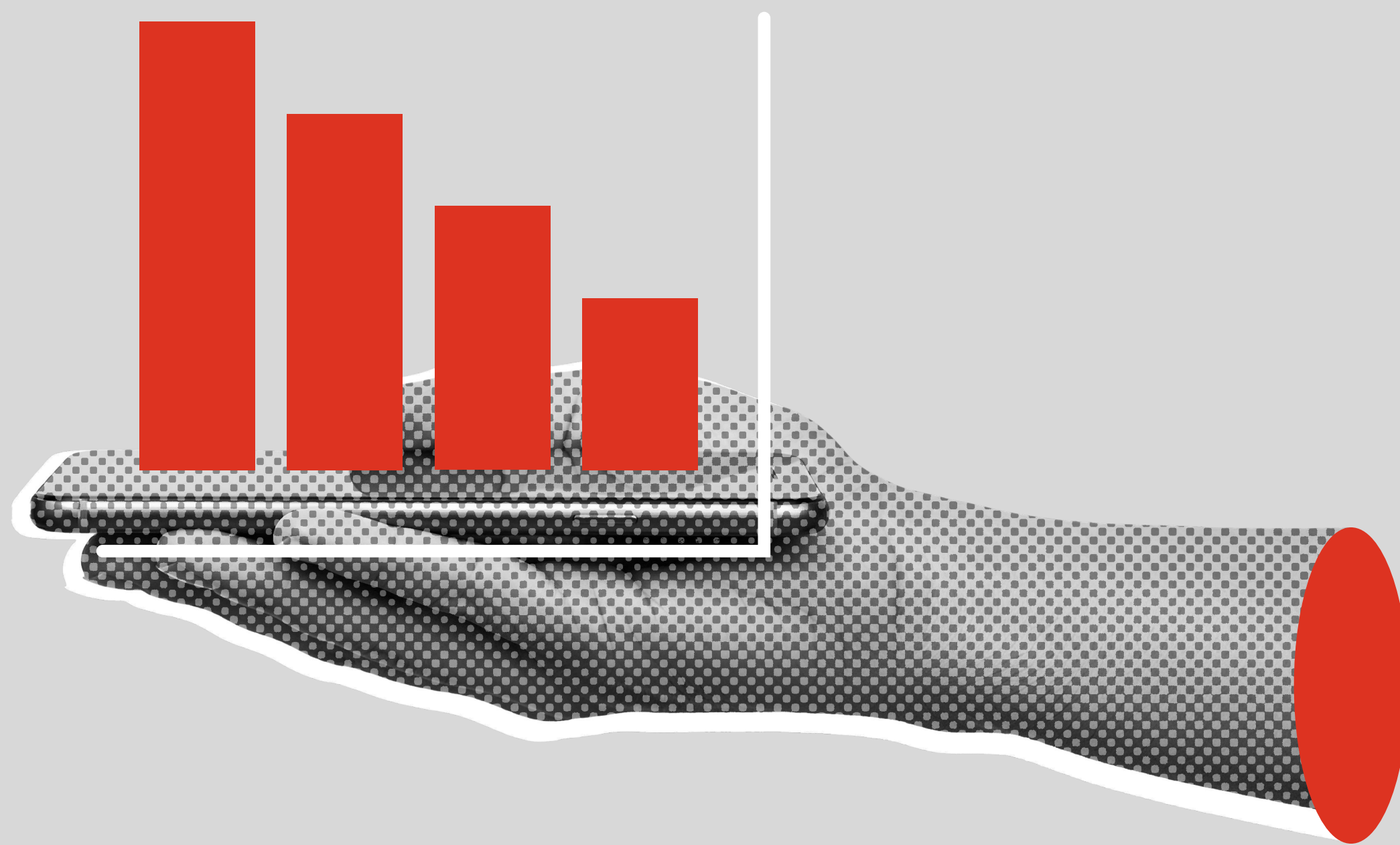
PMAX Optimization: While some thought Performance Max produced unqualified leads, our correlation analysis revealed it actually delivered high-value deals. Reducing spend caused a measurable dip in SQO pipeline, so we reallocated accordingly.

“We didn’t just build ads. We built a real demand engine and knew exactly how each part was performing.”



The Results

Business Impact



Exceeded SQO pipeline goals every quarter of 2025



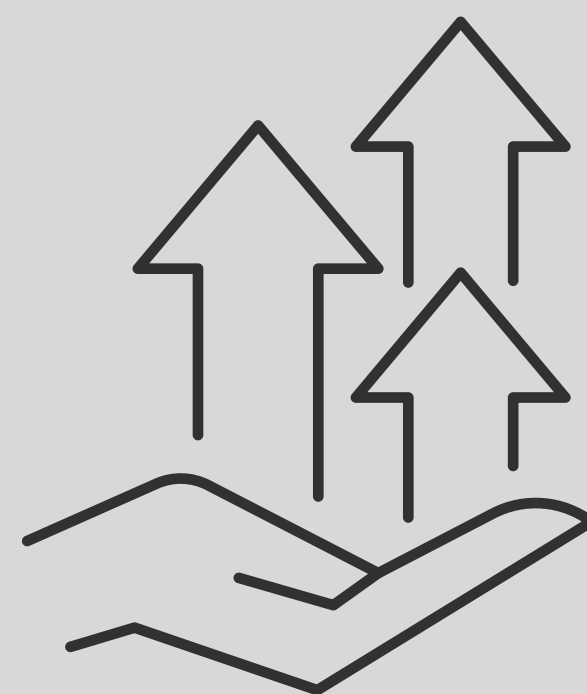
MQL to SQL rate reached 29.5% in peak months



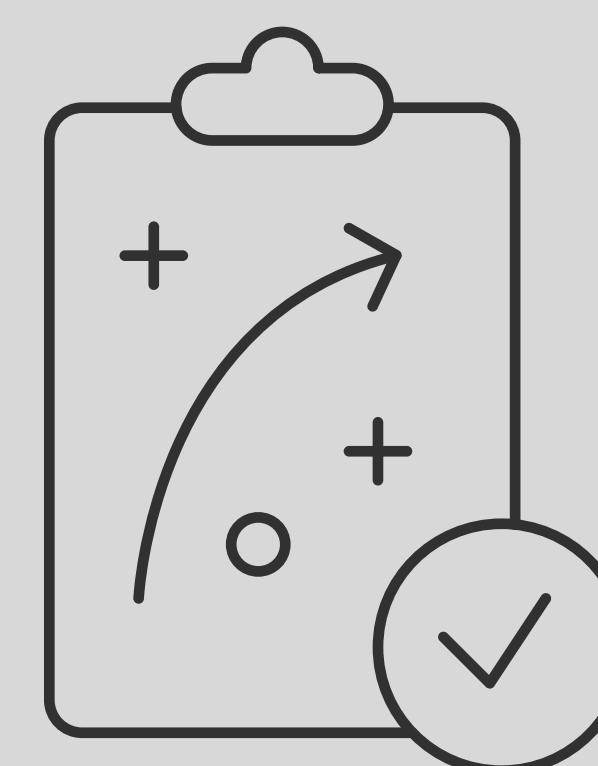
SQL to SQO rate held strong at 80% or higher



Q2 SQO pipeline beat goal by 27.88%



Q3 MQL goal exceeded by 74.52%



CRO resulted in a 48% lift in form submissions



EMOTIONAL IMPACT

PhotoShelter now builds quarterly forecasts around paid search. We've shifted from a vendor to a strategic growth partner fully embedded in their marketing team.

"Disruptive supports us from strategy clear into tactical execution. We now rely heavily on paid search because we know it's scalable, predictable, and tied to real outcomes."

WHAT GAME-CHANGING STRATEGY ACTUALLY LOOKS LIKE

This isn't just better targeting.

It's the difference between scaling noise and scaling signal.

Clean tracking. Clear conversion goals. Smart creative tests.

That's how mid-market b2b saas brands like PhotoShelter turn erratic paid search into a revenue engine they can model, fund, and trust.

When data gets clean, strategy gets sharp. And when strategy meets execution, pipeline doesn't just grow. It compounds.

