

A graphic featuring three hands in business suits holding large, gold, coin-like objects. The hands are positioned around a large red 'X' shape that serves as a background for the upper half of the page. The word 'DISRUPTIVE' is written in white capital letters in the top right corner.

DISRUPTIVE

Case Study

Hornet Corp:

40% COST-PER-LEAD REDUCTION WITHOUT A CRM

Why This Matters for B2C National Brands:

For smaller B2C teams without robust CRM systems, paid advertising feels like shooting in the dark. You can't determine lead value, so you can't optimize bids or targeting. This case study proves you don't need enterprise software to unlock efficient scaling—just a lightweight lead rating system synced with your ad platform.

Initial Business Situation

Hornet Corp, an oil production company, faced the attribution problem that plagues smaller B2C teams:

- **One-person sales team:** No bandwidth for complex CRM management or detailed lead tracking
- **Zero attribution visibility:** No way to determine the value of any paid ads
- **Blind bidding:** Couldn't inform bid strategies without knowing which leads closed
- **Targeting guesswork:** No data to refine audience targeting based on lead quality

This is the reality for many smaller B2C national brands: you know you need paid advertising to scale, but without attribution infrastructure, you're flying completely blind on what's working.

The Emotional Reality

The team felt stuck in an impossible situation:

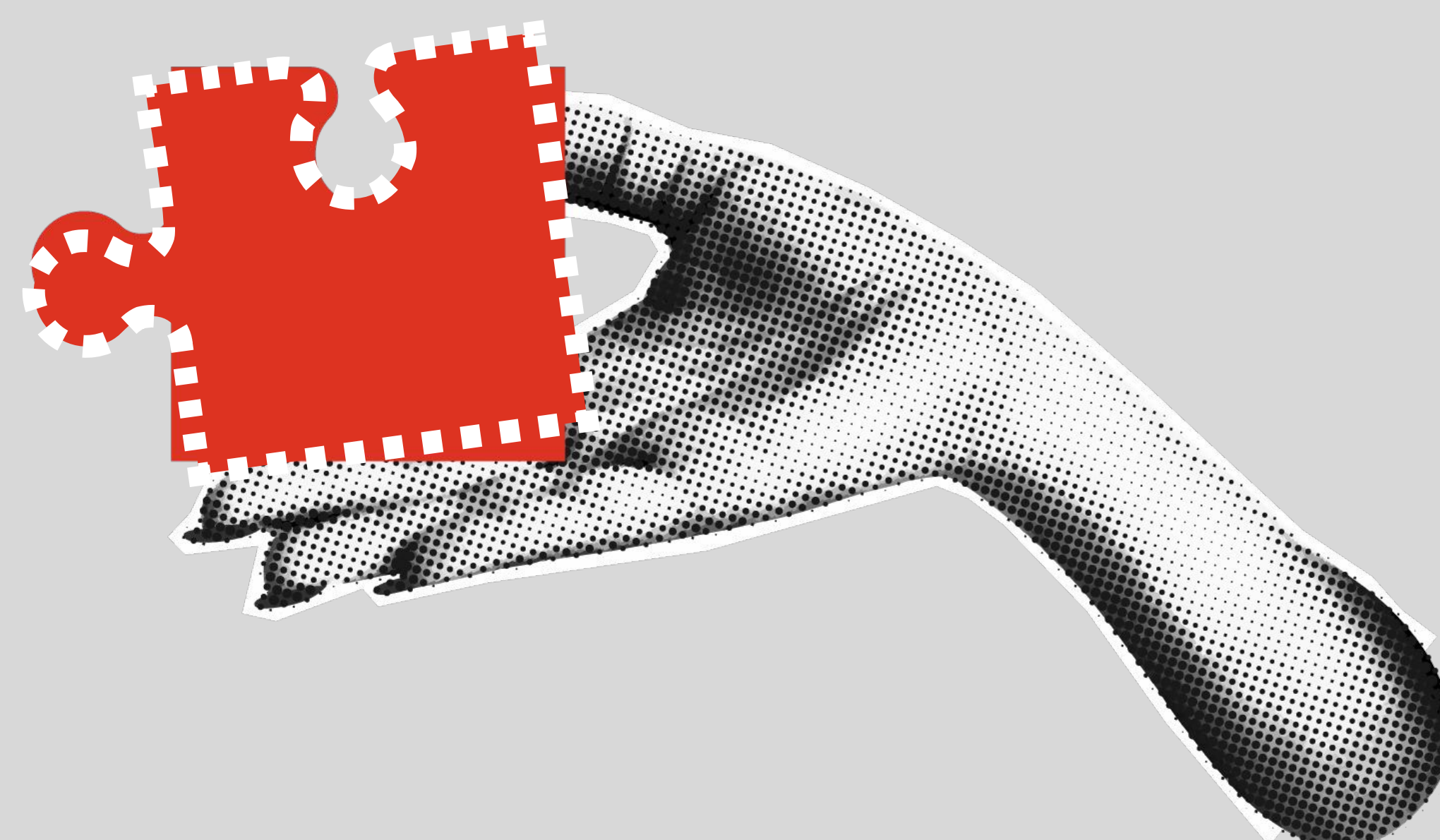
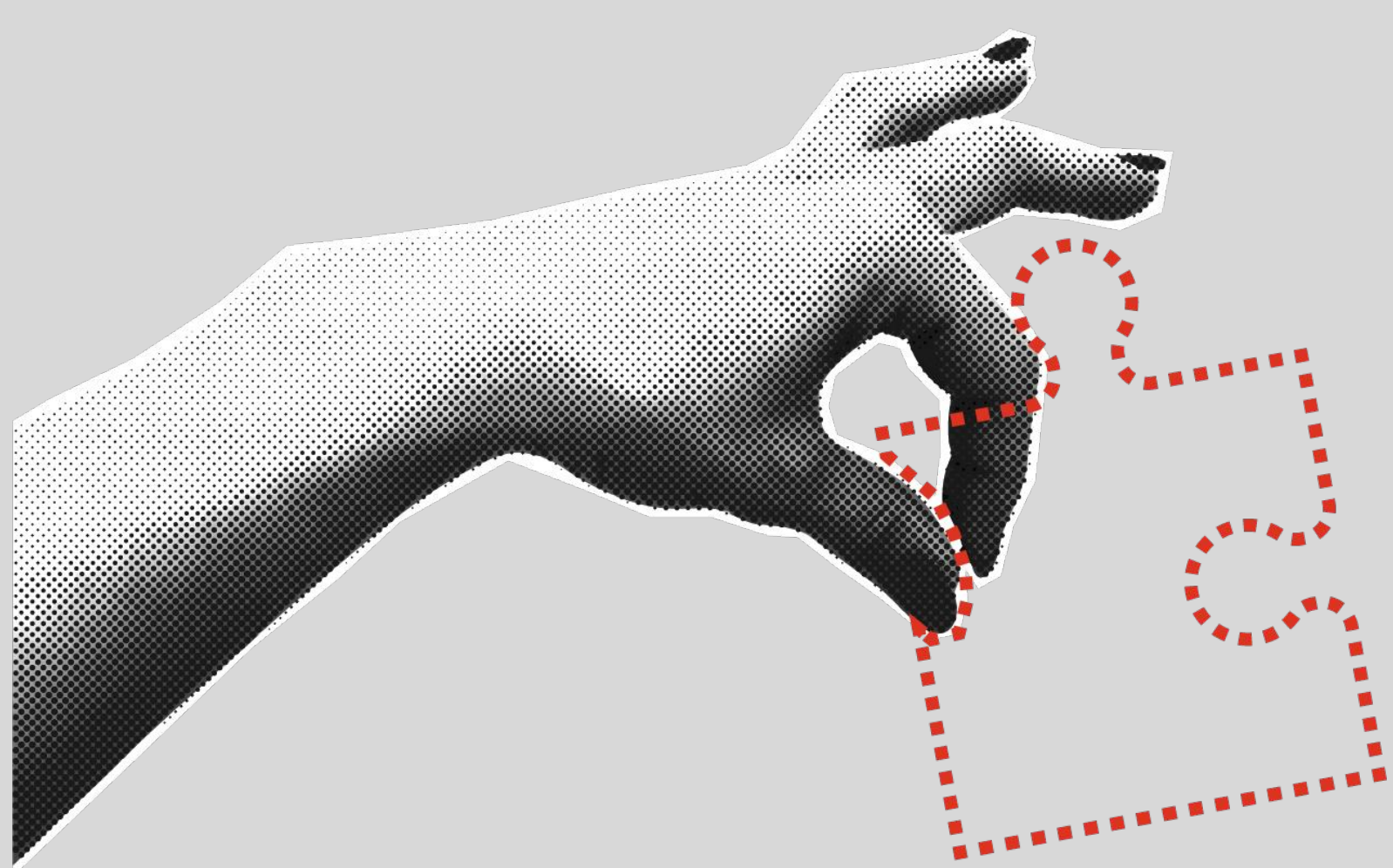
Resource Constraints: One-person sales team with no time or expertise to implement enterprise CRM systems.

Optimization Paralysis: How do you optimize campaigns when you can't tell which leads are valuable and which are worthless?

Budget Waste Anxiety: Spending on paid ads with no way to know if the investment was paying off or just burning cash.

What kept them up at night:

- Are we wasting money on leads that never close?
- How do we optimize without knowing lead value?
- Do we need to invest in expensive CRM software to make this work?



The Challenge



The VSET Solution



Disruptive Advertising tackled this through our VSET framework (Vision, Strategy, Execution, and Team Alignment), focusing on building a lightweight attribution system that fit their resources.



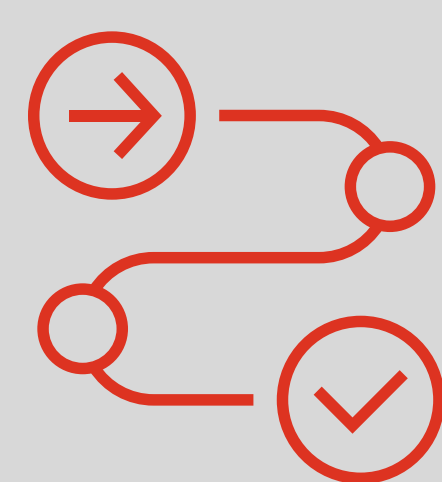
Vision

Simple Attribution,
Not Complex CRM

The vision recognized their resource constraints:

- **Primary Goal:** Build lead value visibility without requiring enterprise CRM infrastructure
- **Success Metric:** Reduce cost-per-lead by optimizing toward quality signals
- **Strategic Imperative:** Create a system simple enough for a one-person sales team to maintain

This shifted the conversation from "We need to buy CRM software" to "How do we build just enough attribution to optimize effectively?"



Strategy

Build Real-Time
Attribution System

We designed a solution that matched their resources. The strategy:

1. Simple Lead Rating Framework

We implemented a lightweight lead rating system that the one-person sales team could maintain without complex software or extensive time investment.

2. Google Ads Sync

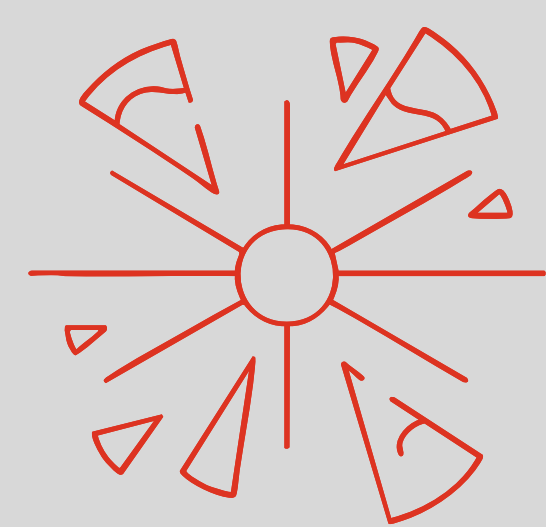
We synced client-rated leads with Google Ads, allowing the platform to understand which leads were valuable and which weren't.

3. Bid Strategy Optimization

With lead quality data flowing into Google Ads, we could optimize bids toward high-value prospects instead of just any lead.

4. Audience Targeting Refinement

Lead quality signals informed audience targeting, helping us focus spend on segments that produced better leads.



Execution

From Blind
to Data-Driven

Our team executed systematically:

- **Week 1-2:** Designed lightweight lead rating framework with client input
- **Week 3-4:** Implemented sync between lead ratings and Google Ads
- **Week 5-6:** Trained sales team on simple rating process
- **Week 7-8:** Optimized bids and targeting based on early quality signals
- **Month 2+:** Continuous optimization as more lead quality data accumulated



Daily Data Partnership

Team Alignment

For a resource-constrained team, simplicity was critical:

- **Minimal Time Investment:** Rating system took minutes per day, not hours
- **No Complex Software:** Avoided enterprise CRM implementation and training
- **Immediate Optimization Value:** Lead ratings directly informed bid strategies and targeting within days



The Results



Business Impact

By implementing a lightweight lead rating system, Hornet Corp unlocked efficient scaling:



Cost Per Lead Reduction

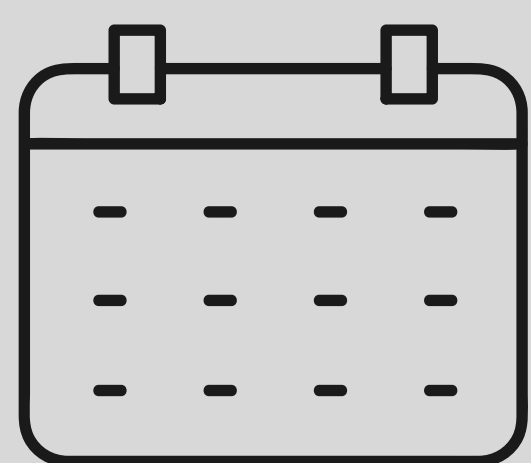
40%

CPL (Before)

\$139.74

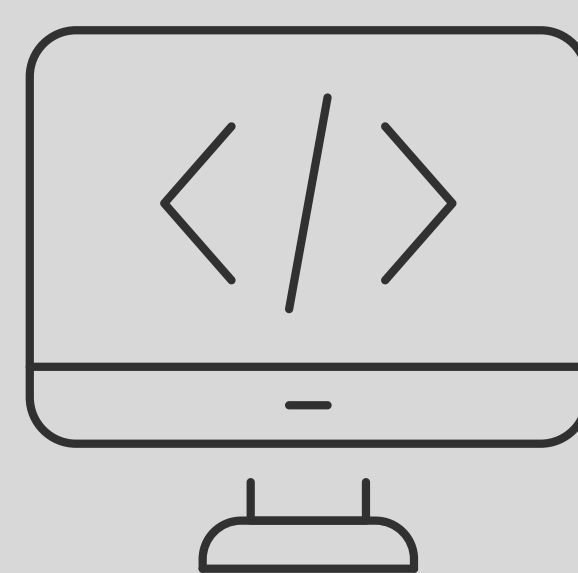
CPL (After)

\$83.55



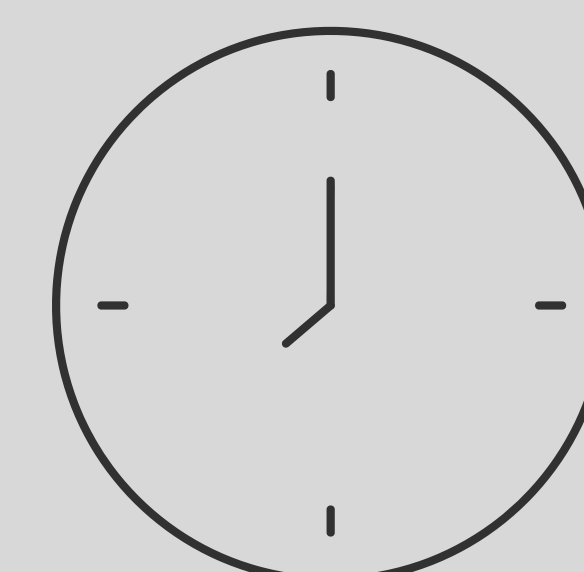
Time to Results

2 months



CRM Software Required

None



Daily Time Investment for Sales

Minutes

Most importantly: The 40% cost-per-lead reduction came from smarter bidding and targeting based on lead quality signals. The lightweight system gave Google Ads the data it needed to optimize toward valuable prospects without requiring enterprise software or extensive sales team time.

Emotional Impact

The team's reality changed:

From Blind to Informed

They stopped flying blind and started making data-driven optimization decisions based on actual lead quality.

From Resource Constrained to Efficiently Scaling

They proved you don't need a large team or expensive software to unlock efficient paid advertising. Just smart, lightweight systems.

From Budget Waste to Confident Investment

With lead quality visibility, they could confidently invest in paid advertising knowing their dollars were optimizing toward valuable prospects.



YOU DON'T NEED ENTERPRISE CRM TO WIN

Hornet Corp proved that for smaller B2C teams, efficient paid advertising doesn't require complex infrastructure. A lightweight lead rating system synced with your ad platform gives you just enough attribution to optimize effectively.

This was Performance with Purpose: a resource-efficient solution built on the VSET framework that delivers enterprise-level optimization without enterprise-level complexity.

Ready to Build Attribution Without the Complexity?

If you're a B2C national brand with limited resources but need paid advertising to scale, let's talk.

At Disruptive Advertising, we specialize in building lightweight attribution systems that unlock efficient optimization without complex infrastructure.

