

## UGS Partners with SendTraffic to increase overall lead generation and brand awareness

UGS.com

### The Result

UGS was viewed by over 1 million unique users in a 3 month span. As a result, UGS saw increases in overall lead volume, while at the same time creating Brand Awareness as a direct result of SendTraffic's "Flat CPC Model"

"SendTraffic worked with us not as a vendor but as part of our team. Not only did they manage the day to day complexities of running a search engine marketing campaign, but they brought a tremendous amount of industry expertise, creativity and innovative ideas to the table."

- Joslyn Taylor

Director Online Marketing - UGS



### The Company Background

UGS provides product lifecycle management (PLM) packages, a category of design and collaboration software. Customers include the world's largest auto makers, which were among the first manufacturers to adopt PLM. For nearly four decades, UGS' PLM solutions have helped clients speed time-to-market, improve quality and increase revenue. [They were the first company in the industry to report \\$1 billion in annual revenue.](#) Yet, they expect to keep growing as more and more companies begin to leverage PLM and cPDM, the fastest growing enterprise software category.

### The Opportunity

To provide UGS with a full service search marketing strategy to increase sales, reduce internal management costs, and increase ROI by improving the over all conversion rate of search driven traffic.

### The Solution

SendTraffic's full service approach helped UGS increase lead volume by driving unique visitors to the correct landing pages. This allowed UGS to improve its brand awareness and garner additional streams of high converting search traffic.

SendTraffic continuously adjusts ad-copy for the best click through rates, adjusts bids for the best ROI, and examines landing pages for optimal conversion rates.