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All Natural Plantain Chips Prime Planet



An Analysis of Q1 2023 vs. Q1 2022
by Tandem Buzz Digital Marketing



ABOUT OUR

PARTNERSHIP

Tandem is more than a marketing agency. We are a business partner that is eager to facilitate your business' growth and assist in driving efforts that will hit, or exceed, your goals.

Our partnership with Prime Planet started in 2021 with our SEO and PPC services. Over these past few years, Tandem has grown to manage and consult on these efforts with great results.

1 | OUR BEE-GINNING

WHAT'S THE BUZZ?

Founded by SEO and digital marketing expert Joe Laratro, Tandem has been helping business owners build empires for over 15 years.

Tandem is a Premier Google Partner, Bing Ads Partner, Facebook Marketing Partner, Skai Partner, as well as the US Search Awards winner in 2018 and 2019.

We bee-lieve in...



TRANSPARENCY

Our longevity and experience in the digital marketing industry was built on this base principle – build trust through sharing data.



CREATIVITY

Our high standards for excellence in ourselves and our services increases productivity and pushes boundaries to reach our potential – together.



INNOVATION

Trailblazing techniques that stay ahead of the curve and above the noise of industry competitors.



RESULTS

Quantifiable metrics of success to keep the buzz going between all channels and opportunities to facilitate continued growth.

2

BUILDING A BUZZ

PRIME PLANET

EXECUTIVE SUMMARY

Prime Planet is an all-natural snack brand that specializes in producing premium quality green plantain chips, also known as tostones. Hand-picked with care in Ecuador, their plantains are harvested under the highest quality standards and technology to offer not only the most delicious flavor but a healthier snack option that is certified Vegan, Gluten-Free, Non-GMO, and made with only all-natural ingredients.

Prime Planet believes in “better-for-you” snacking, where NUTRITION, TASTE, and WELL-BEING come together in one bite. Prime Planet tostones can be found at various grocery stores, including Publix, and specialty shops across the US and some Caribbean islands.



SWEET RESULTS MEASURED SUCCESS

... MEETING THE GOLDEN STANDARD

gold stand·ard /'göld',standərd/ noun

a model of excellence against which other things are measured

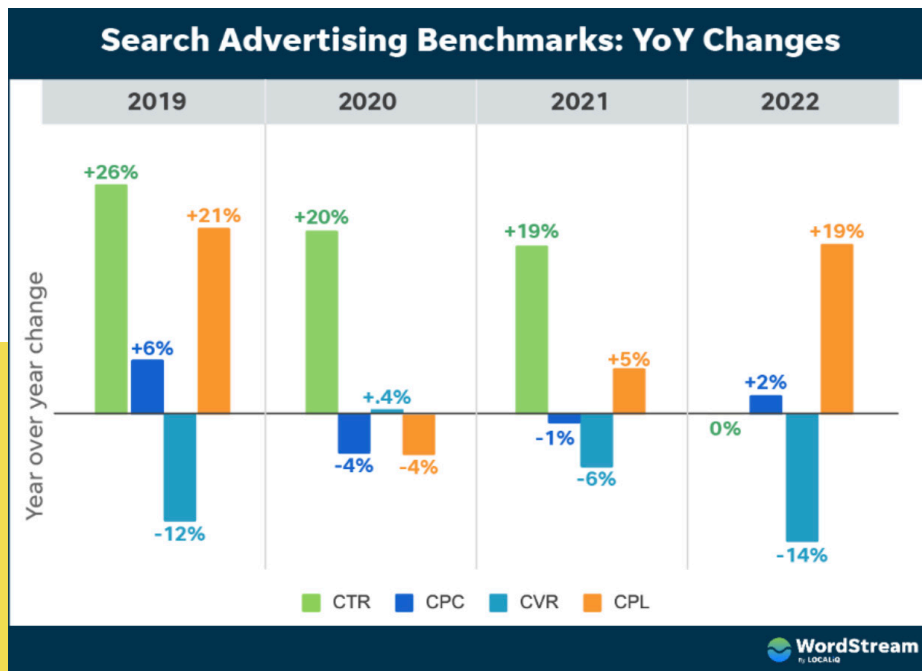
THE CHALLENGE

Reducing the costs for B2B leads

Cost per lead (CPL) varies depending on the industry, the vertical, and the business itself. Even in a competitive market, where the cost per lead is higher, if a business has what is considered a higher profit margin, it's acceptable to have a higher CPL.

The cost per lead also varies depending on whether it's a B2B, B2C, or B2B2C business. At Prime Planet, the main goal was to get B2B leads, which tend to be more expensive than those which are B2C. In fact, according to several online sources, the average cost per lead for a B2B lead is between \$60 and \$120 for all channels. For Google Ads specifically, the cost for a B2B lead was \$116 in 2021, according to WordStream. The cost per lead in 2022 also saw a significant increase, where 21 of 23 industries saw an increase in cost per lead year-over-year, with an average overall increase of 19%.

Prime Planet was struggling to keep its CPL under \$150, which affected its profitability and growth capabilities. They needed to have a cost per lead under \$100 to ensure sustainability in their marketing efforts. Prime Planet partnered with its marketing agency, Tandem Buzz, to develop and execute new strategies that would meet its CPL goals.



THE SOLUTION

Restructure their Google Ads account and improve their CRO (Conversion Rate Optimization)

To meet Prime Planet's marketing goals, Tandem Buzz knew it needed to tackle the problem using a multi-pronged approach. Specifically, Prime Planet's Google Ads Account needed a comprehensive audit that included the following:

- Restructuring existing campaigns
- Ensuring conversion tracking was executed correctly across the account
- Confirming their audience targeting in that they were attracting B2B prospects only
- Deprecating old campaigns (including some display and remarketing campaigns) that had been delivering a high CPL
- Auditing their website and landing pages to improve conversion rates

In addition, the Tandem team decided to develop new creative with different call-to-actions (CTAs) also to maximize conversion rates. They conducted several experiments in Google Ads wherein they tested this newly developed creative, new campaign bidding strategies, broad match keywords, and more. These tests allowed Tandem to optimize the campaign further and bring the CPL down.

5

COMPLEX STRATEGY SIMPLE RESULTS

A 5X INCREASE IN CONVERSIONS WITH A 70% DECREASE IN COSTS

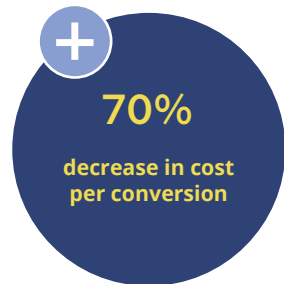
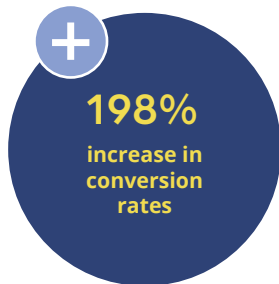
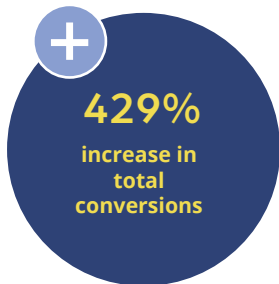
The data we used compared Q1 2023 vs. Q1 2022. The results were taken directly from the Google Ads dashboard.

Campaign	Impr. <>	Clicks <>	Cost <>	Search impr. share <>	Avg. CPC <>	Phone calls <>	Conversion: <>	Cost / conv. <>	Interaction rate <>	Conv. rate <>	Submit lead form <>
Total: Account ⓘ	785,866 (+298.10%)	11,245 (+77.56%)	[REDACTED] (+59.59%)	[REDACTED] (+76.63%)	\$1.43 (-10.12%)	139 (+93.06%)	270.00 (+429.41%)	\$59.40 (-69.86%)	1.43% (-55.40%)	2.40% (+198.16%)	251.00 (+829.63%)

For the time under consideration, the Prime Planet account saw the following results:

- 198% increase in conversion rates.
- 70% decrease in cost per conversion.
- 429% increase in total conversions (Note: The spend was only increased by 60%.)

As a result of these efforts, Prime Planet saw its CPL decrease from \$197 in Q1 2022 to \$59 in Q1 2023. They also saw a significant increase in the total number of conversions, growing from 51 in Q1 2022 to 270 in Q1 2023 while only increasing their ad spend by 60%. The latter had been an issue in the past, as Prime Planet did not want to increase ad spend without controlling the CPL first.



IN SUMMARY

Prime Planet saw significant improvements in multiple KPIs, including a lower CPL, more conversions, and a 3x increase in conversion rates. This helped the company continue to grow its market share in the healthy snack vertical and position itself as the go-to brand for plantain chips.



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