CASE STUDY: JAMA SOFTWARE

From form fills to pipeline: four years of paid search at Jama Software

How I rebuilt a $2M-a-year paid search program around sales outcomes.

Company: Jama Software, B2B requirements management software

My role: Senior Digital Marketing Manager, April 2021 to April 2026. I owned paid search and SEO strategy, working with an agency partner and Jama's marketing operations and sales teams.

Budget: About $2M a year in paid media

+190% paid search opportunities a year

+177% pipeline

+263% new recurring revenue won

The problem: leads sales didn't want

When I joined, the account was set up to win form fills. Google was told that a white paper download and a demo request were worth roughly the same thing, so it found plenty of the cheaper one. Cost per lead looked fine. Sales saw a pile of leads that never booked a meeting.

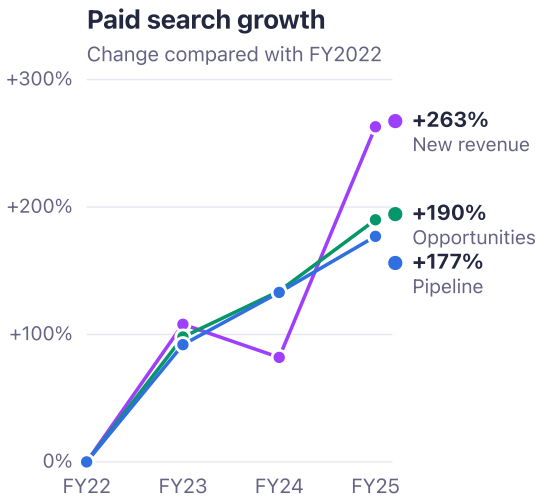
What I changed

I connected the ad clicks to what sales did next. A script wrote each lead's Google click ID into Salesforce. As a lead moved from new lead to qualified lead to booked meeting to sales opportunity to closed deal, Salesforce sent that stage back to Google Ads with a value attached. Form fills became a secondary signal, so bidding learned from the meetings and opportunities instead.

I fixed the leaks that kept the data from being trusted: a time zone mismatch recording conversions before the click, a redirect stripping tracking tags, opportunities created with no lead source, and bot submissions inflating the qualified-lead count.

I tested, including tests that lost. One brand test cut cost per conversion by 27% and still produced fewer sales opportunities, so it didn't count as a win.

The results



From 2023 to 2024, form-fill leads that marketing qualified stayed flat (down 4%). Booked sales meetings from paid search rose 55% and sales opportunities rose 71%.

Clicks got more expensive across most of the market: WordStream's 2024 benchmark found cost per lead up about 25% on average. In roughly that same year, Jama's paid search cost per sales opportunity fell 21%.

Measured in Salesforce by lead source, by Jama fiscal year (May to April), against my first year. Spend rose about 70% over the period, and the agency, marketing operations and sales did this work with me.

Ads bringing in leads sales doesn't want?
That's usually fixable. Let's look at what your account is optimizing toward.

Book an exploratory strategy call
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