CASE STUDY

Driving Sustainable Growth for a Leading Energy Analytics SaaS Provider

200% Lead Growth in Just 3 Months

VORTEXA

Transforming energy markets

Client Overview

Vortexa is a **global energy analytics company** providing **real-time data and insights into worldwide energy flows**.

Headquartered in London and with offices in Houston, Singapore, Geneva, and Dubai, the company serves leading organisations across the **oil, gas, freight, and financial sectors**.

By combining **AI, machine learning, and deep industry expertise**, Vortexa delivers unmatched visibility into waterborne energy markets, helping clients make faster, smarter, and more profitable decisions.

With its scale, accuracy, and technology-driven approach, Vortexa has positioned itself as a **trusted partner for some of the world's largest energy and trading businesses**.

160+
Employees

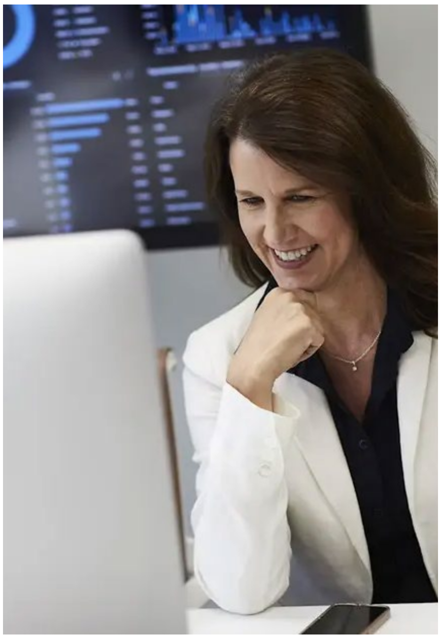
6
Offices globally

250+
Vortexa clients

CASE STUDY

Scaling Global Demand Without Losing Efficiency

The Challenge



Vortexa approached us with the challenge of **scaling demand generation efficiently across global regions** while keeping strict control of acquisition costs.

The company's primary objective was to **generate higher-quality MQLs (demo and trial requests)**, ensuring that marketing activity directly translated into meaningful sales opportunities.

The key KPI was maintaining the **Efficiency Ratio (ER) between 90% and 110%**, calculated as the ratio of cost to MQL value, which fluctuated significantly month to month. This required **tight weekly monitoring and agile optimisation**, adjusting budgets dynamically to suppress costs when efficiency dropped, or scale aggressively when conversions became more cost-effective.

Operating across the **Americas, EMEA, and APAC regions**, Vortexa needed a **consistent, data-driven approach** that could balance efficiency with growth, adapt to changing MQL values, and deliver sustainable results across highly competitive B2B markets.

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Driving 200% More Leads for Vortexa

The Strategy

We started with a **deep analysis of historical lead cycles**, assigning values to MQLs and SQLs based on past conversion rates and sales performance. This provided a clear framework to **align media spend with real pipeline impact**.

All paid media activity was **synced with HubSpot CRM and advanced attribution dashboards**, ensuring every interaction was tracked and optimised against both MQL and SQL outcomes.

We built a **regional strategy for each target market** (Americas, EMEA, APAC), tailoring spend, audiences, and messaging to local benchmarks. To maintain control, we applied a **dynamic budget system**, scaling spend up when ER dropped below 90% to drive volume and suppressing it when ER exceeded 110% to protect efficiency.

This created a **repeatable, data-driven demand generation engine**, ensuring **higher-quality MQLs, improved SQL conversion, and consistent efficiency across all regions.**

CASE STUDY

From Cost Control to 200% Growth

The Results

01 **100% increase in lead generation within the first month,** creating immediate momentum.

02 **200% increase in leads within 3 months,** driving significant pipeline growth.

03 **$1M+ in ad spend managed** across multiple global regions.

04 **Achieved omnipresence across all major paid media channels,** ensuring consistent visibility to key audiences.

05 **Improved lead quality** by focusing on high-value MQLs and SQLs, with CRM and attribution integrations directly connecting campaigns to sales pipeline.

06 **Maintained Efficiency Ratio (ER),** balancing cost efficiency with scale.

07 Built a **scalable global demand generation engine,** tailored to regional performance benchmarks (Americas, EMEA, APAC).

Featured Highlights

200% increase

in leads within 3 months.

100% uplift

in leads in the first month.

$1M+ ad

spend managed globally.

Improved MQL

quality and SQL conversion rates.

Omnipresence

across all major paid media channels.

Ready to scale? Let's talk

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