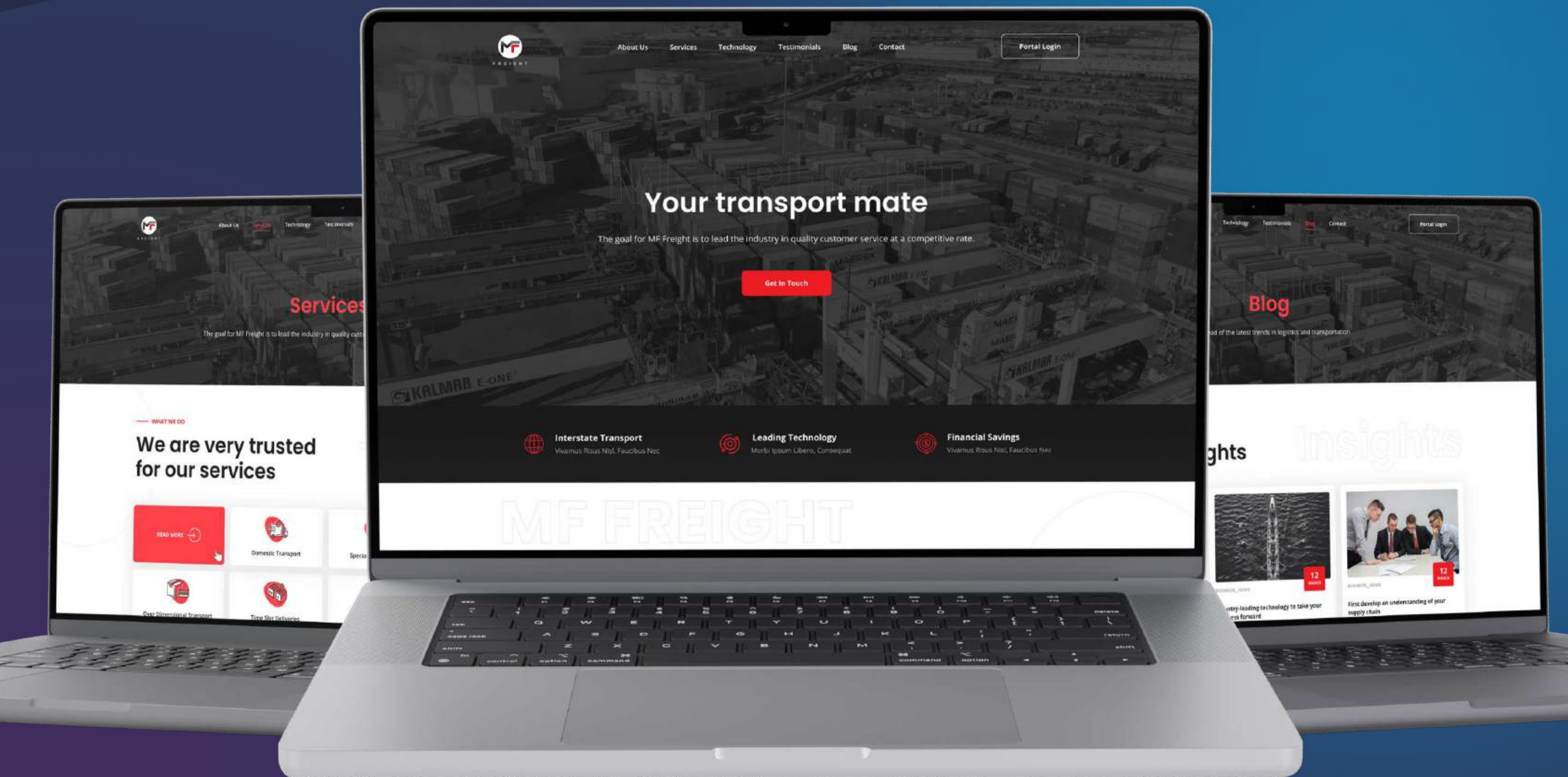




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Case Study

# SUPERCHARGING LEAD GENERATION FOR MF FREIGHT



# From Expensive, Inconsistent Leads To 60 Per Month At Scale

## KEY OUTCOMES

**Generated 40-60 leads per month** at an average cost of \$30 per lead



**Decreased CPA from \$300** in the first month to an average of \$26



Leads converting **into \$100k+ paying customers**, as reported by the client

## OVERVIEW

### From Struggling to Gain Traction Online

MF Freight, a leading logistics and freight provider, needed to reduce their cost per acquisition (CPA) and generate a steady stream of high-quality leads. Operating in a high-ticket, competitive industry, they were looking for a lead generation strategy that could scale, without blowing out the budget. The key issues:

- CPA was too high to justify scaling paid campaigns
- Lead volume and quality were inconsistent
- No cost-efficient way to acquire and convert new customers

## THE SOLUTION

### To Steering Towards Growth

We partnered with MF Freight to overhaul their digital marketing approach and better align campaigns with the right audience. The focus: reducing costs while increasing lead volume and quality. **Our key actions included:**

- Optimised paid search and digital strategy to attract high-intent leads
- Continuous real-time testing to drive down CPA
- Reallocated spend to top-performing campaigns for maximum ROI

By prioritising quality over quantity, we ensured every dollar worked harder, transforming paid media into a reliable revenue driver.

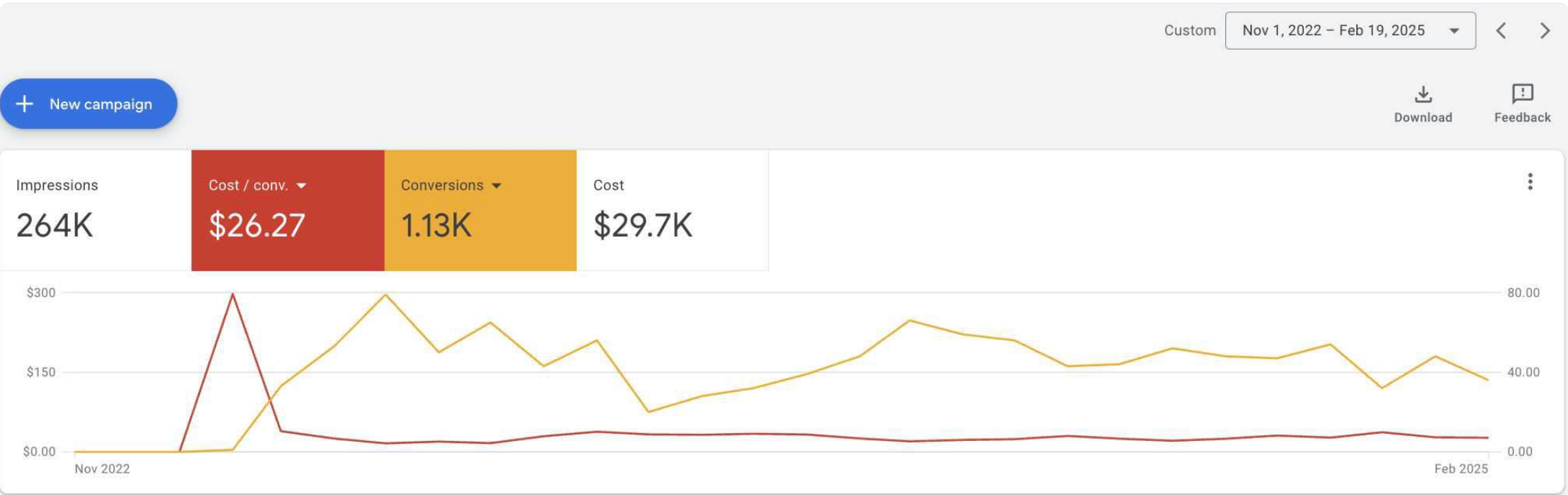
THE RESULT

# Turning High Costs Into High Returns

With the right digital marketing strategy in place, MF Freight saw measurable improvements in both lead quantity and cost efficiency:

- Consistently generated **40-60 leads per month** at just **\$30 per lead**.
- **CPA dropped from \$300** in month one to **\$26**, driving more leads at a lower cost.
- On average, **45 leads per month** delivered high-value prospects.
- Some leads converted into **\$100k+ customers**, proving lead quality.
- As the business sale approached, MF Freight focused on maintaining performance for long-term, sustainable results.

MF Freight’s lead generation strategy continues to deliver consistent, up-to-date results, contributing to their business success and positioning them for long-term growth.







# Let's Work Together to Build Something Great!

We do more than just design websites - we provide the expertise and experience to grow your business.

GET STARTED

