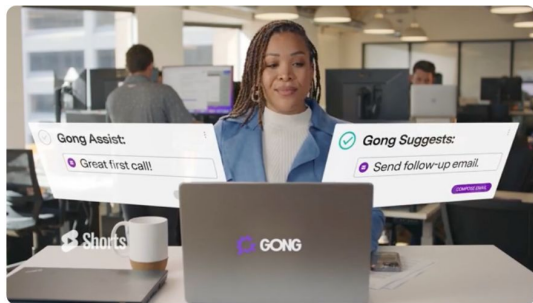


Gong increases ROAS by 33% with value based bidding



AI platform for revenue growth
AMER - United States • gong.io

Agency Name: Directive



The Challenge

Gong uses AI to capture and analyze customer interactions, providing revenue teams with actionable insights that help them increase business efficiency, improve decision-making, and accelerate revenue growth. Gong values leads based on company size and ideal company profile (ICP), with a strategic focus on growing its enterprise segment. However, maintaining a strong pipeline for these large businesses presented a challenge.

The Approach

The initial step for Gong involved mapping the company lead-to-sale journey to identify a signal that balanced both volume and quality. To align with its business initiative of driving upmarket pipeline, Gong assigned dynamic values to relevant funnel stages, considering its size and ICP fit, and it then launched a value based bidding test. This strategy enabled Gong to strategically prioritize MQLs (marketing qualified leads) from enterprise-level companies.

Partnering with Directive: It has launched and optimized a value based bidding test in Google Ads using the latest best practices to increase chances of success.

The Results

Dynamic value-based bidding surpassed Gong's expectations, resulting in a 95% increase in pipeline for the enterprise segment in Q2 FY25. Additionally, return on ad spend (ROAS) grew by 33% YoY, and the total pipeline value increased by 32%. Building on this success, the team is actively scaling the strategy and refining the scoring model for continued optimization. Furthermore, this strategic approach has enabled successful upper-funnel campaigns, significantly expanding reach through broader keyword targeting.

“By using dynamic, value based bidding, we’ve not only achieved significant growth of 95% in our enterprise pipeline QoQ, but also attained a record-high 33% YoY ROAS increase, directly contributing to the success of our business objectives.”

Bhavisha Oza, Performance Marketing Lead, Gong

95%

QoQ increase
in pipeline from
enterprise segment

33%

YoY ROAS
increase

32%

YoY pipeline
growth (with the
same budget)

Primary Marketing Objective

- Grow Offline Sales

Featured Product Area

- Search - Value Based Bidding

Directive, Google Ads