

How Scalix Generated Oneleet 660 Demos and \$1M+ in Closed Revenue From Google Ads in 6 Months

In six months, Scalix took Oneleet from zero campaign history on Google Ads to 660 booked demos, \$1M+ in closed-won revenue, and \$2M+ in active pipeline, inside one of B2B SaaS's most competitive verticals.

- 660 — Demos Booked
- \$2.2K — Cost Per Demo
- \$1M+ — Closed Won Revenue
- \$2M+ — Pipeline Still Active
- 518 — Q2 Demos (+265% vs Q1)

About Oneleet

Oneleet was founded in 2022 by Bryan Onel, along with his wife, Ora Onel, and college friend, Erik Vogelzang. The company is a SOC 2 compliance platform built for startups. Instead of relying purely on automated checklists, Oneleet combines automated security testing with human vCISO guidance, making compliance faster and more useful for engineering teams than legacy tools typically allow. Backed by \$33M in Series A funding led by Dawn Capital, Oneleet competes directly with established players like Vanta, Drata, and Secureframe.

Background

When Oneleet came to Scalix, Google Ads was a channel they had never touched. No campaigns had been run, no Quality Score history existed, and there was no conversion data for Google's algorithm to learn from. That put Oneleet in a difficult position from day one, because the compliance SaaS space is hyper-competitive, with well-funded incumbents like Vanta and Drata already dominating auction share.

Oneleet had strong product-market fit and real capital behind it. So what it truly needed was a partner who could build a Google Ads presence efficiently and generate a qualified pipeline without burning budget on unqualified clicks. That was the mandate we took on. Six months later, Google Ads has become Oneleet's single most predictable pipeline channel.

Challenges

Challenge #1: A Completely Untapped Channel

Google Ads had no previous campaign data, so Oneleet was starting without the signals the algorithm usually uses to optimize performance.

- Zero campaign history meant no Quality Score, no prior learnings, and no conversion data for Google's algorithm to build from.
- Every part of the account, from structure to bidding, had to be built from nothing.

Challenge #2: A Hyper-Competitive Vertical

The compliance SaaS market was crowded with well-funded competitors, making it expensive for a new company to enter.

- Vanta, Drata, and Secureframe dominate the compliance SaaS search results with large budgets behind them.
- Their spend keeps CPCs expensive and makes it difficult for a new entrant to compete for the same keywords.

Challenge #3: Low Pipeline From Digital Channels

Oneleet's growth had relied on word of mouth rather than a scalable digital demand engine.

- Oneleet had strong customer referrals. What they didn't have was a scalable paid search system, one that consistently attracts new customers.
- Growth depended almost entirely on channels that don't scale predictably.

Solution

Google Ads had nothing to work with. No history, no signal, no proof the algorithm could learn from. Before anything else could scale, the account needed a real foundation, and

Oneleet needed a way to compete against buyers who already had three well-funded alternatives sitting in front of them.

Strategy 1: Building the Account From Zero

We built the entire account structure from scratch, including campaign architecture, ad groups, keyword strategy, bidding, and conversion tracking, with no prior history to draw from. We implemented full, end-to-end conversion tracking from click to booked demo, so Google's algorithm had clean, accurate signals to learn from starting on day one.

Strategy 2: Competitive and ICP Targeting

Rather than avoiding Oneleet's competitors, we built dedicated campaigns targeting searches for Vanta, Drata, and Secureframe to capture buyers who were already in market and actively comparing options. Alongside that, we mapped keyword clusters directly to Oneleet's buyer personas, including startup CTOs, security leads, and compliance-driven SaaS founders, across every relevant framework.

Strategy 3: Differentiated Creative and Rapid Iteration

We wrote ad copy that positioned Oneleet clearly against legacy compliance tools: faster, more personal, without the compliance theater, and backed by a 4.9 out of 5 rating. From there, we ran continuous A/B tests on headlines, landing pages, and bid strategies, and scaled budget behind whatever was performing best.

Ongoing Optimization

Most B2B advertisers pull back their Google Ads spend in Q2. We did the opposite. Using the iteration loop from Strategy 3, we kept refining creative and bidding in real time and doubled down on the signal-rich campaigns that were already converting well. That counter-cyclical decision is the direct reason Q2 outperformed Q1 by 265%.

Results

660 booked demos in six months, from a standing start. A \$2.2K cost per demo. \$1M+ in closed-won revenue. \$2M+ in pipeline still active and converting.

Q1 Results

The account booked 142 demos in its first quarter, while campaign architecture, keyword strategy, and conversion tracking were still being fully established. This was the foundation

quarter. So, the priority was building Quality Score and conversion history. We also focused on gathering early performance data to make better decisions about scaling in Q2.

Q2 Results

The account booked 518 demos in Q2, a 265% increase over Q1. Budget was scaled behind the campaigns that had proven themselves in Q1, and spend was pushed counter-cyclically while competitors eased off, capturing a larger share of available demand at exactly the point most B2B advertisers pull back.

Business Impact

Starting from zero in one of Google Ads' most competitive verticals, Oneleet did not just launch a paid search channel. It built a repeatable revenue engine. Google Ads is now Oneleet's most scalable acquisition channel, producing a predictable \$2.2K cost per demo and a clear playbook for scaling further as the account matures.

The \$1M+ in closed-won revenue is already attributable and realized. The \$2M+ still active in the pipeline means the program's true revenue impact has not yet been fully captured. With demand still converting and a proven counter-cyclical strategy in place, this is still just the beginning.

[Want Us to Build Your Google Ads Account From the Ground Up?](#)