

## CASE STUDY

*We increased B2B SaaS leads by 46% and lowered the cost per lead by 26% in 6 months through optimized marketing and automated LinkedIn generation for a German SaaS company.*

### OBJECTIVE

To help the B2B SaaS company increase its lead generation and conversion rates through an optimized lifecycle marketing strategy and implementing an automated LinkedIn lead generation campaign.

### SOLUTIONS

We worked with a B2B SaaS company based in Munich to optimize its lifecycle marketing strategy and implement automated LinkedIn lead generation.

We first conducted a comprehensive audit of their current marketing efforts to identify areas for improvement. Based on our findings, we recommended a more targeted approach to their marketing efforts, focusing on the most high-value prospects.

We then implemented an automated LinkedIn lead generation campaign, which allowed us to identify and engage with these prospects at scale. Finally, we created a lead nurturing strategy that used email marketing to move prospects through the sales funnel and convert them into paying customers.

### BENEFITS

#### 1. Increased lead generation

Implemented optimized marketing and automated LinkedIn lead generation, resulting in 46% more leads.

#### 2. Lower cost per lead

Reduced cost per lead by 24% with automated LinkedIn lead generation, allowing for more effective scaling of lead generation efforts.

#### 3. Improved lead-to-customer conversion rate

We have implemented a more effective lead nurturing strategy, resulting in 25% more leads converting into paying customers and increased revenue for the B2B SaaS company.

### AT A GLANCE

#### Challenges

- Difficulty targeting the right audience
- Lack of alignment between sales and marketing teams
- Limited visibility into the customer journey

#### Benefits

- 1800 leads generated
- Avg. cost-per-lead of \$26



*"I'm very impressed with these results. Their optimized lifecycle marketing and LinkedIn lead generation increased our leads and lowered our cost per lead by 24%.*

*Their expertise and dedication were invaluable in achieving our growth goals. I Highly recommend their services."*

**Felix G.**  
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