

CASE STUDY

Scaling B2B Leads with AI-Powered Funnels

CLIENT OVERVIEW

Industry: B2B SaaS | Region: UAE & North America | Revenue: \$2M - \$5M ARR

THE PROBLEM

Before working with NextMind Digital, the client faced critical growth challenges:

- High customer acquisition cost (CAC) of \$450 per qualified lead
- Zero visibility into marketing attribution across channels
- Manual follow-up processes causing 72-hour average response delays
- Sales team overwhelmed with unqualified leads

THE SOLUTION

NextMind implemented a comprehensive AI-powered growth engine:

- Full-funnel attribution engine tracking every touchpoint
- AI-powered lead scoring and automated qualification system
- Personalized nurture sequences with dynamic content
- Real-time performance dashboards for continuous optimization
- Automated CRM workflows reducing manual intervention by 80%

THE RESULTS (60 Days)

-43%

CAC Reduction

+340%

Lead Volume

<5min

Response Time

+21%

Conversion Rate

"NextMind transformed our entire lead generation process. We went from guessing to knowing exactly what works. The ROI was visible within 30 days."

- VP of Marketing, Enterprise SaaS Company