

How a Focused Digital Strategy Delivered 160+ Leads in 45 Days for a US AI SaaS Brand

A US-based AI SaaS company catering to healthcare specialists had a world-class product but struggled to convert potential into measurable traction. Low inbound visibility, an unstructured lead-generation funnel, and complex messaging limited its ability to attract and engage high-value audiences. Digital marketing was fragmented and reactive, preventing the company from realizing its full growth potential.

The Shift We Created

We implemented a full-funnel digital growth framework to attract, engage, and convert high-value prospects by creating their **offshore marketing team of a digital marketing executive, content writer and graphic designer**.

- **Content & Keyword Architecture:** High-intent keywords mapped to blogs and landing pages, structured to enhance discoverability and establish brand authority.
- **Precision Paid Campaigns:** LinkedIn, Meta, and Google campaigns targeting Radiologists, CTOs, AI Leads, and Healthcare VCs, continuously optimized via A/B testing, CPL, CTR, and behavioral insights.
- **SEO-First Landing Pages & Funnel Optimization:** Responsive, conversion-focused landing pages with embedded lead forms, optimized UX, and Core Web Vitals alignment.
- **Impactful Storytelling & Design:** Scroll-stopping visuals, carousels, and videos simplified complex AI concepts into clear, engaging messaging.

Value Realized



160+ high-quality leads captured in just 45 days, transforming the funnel into a predictable engine of growth.



+47.18% surge in total web traffic within 60 days, turning visibility into tangible engagement and authority.



123% reduction in cost per lead, demonstrating precision targeting and optimisation directly driving efficiency.



4.5% CTR on Google campaigns, exceeding benchmarks and signaling highly resonant messaging.



Stronger brand recall and engagement, reflected in increased returning visitors and meaningful audience connections.



Scalable, measurable growth embedded in every campaign, moving the company from reactive marketing to a performance-driven, inbound-led engine.

The Outcome

The company transitioned from outbound dependency to a **scalable, inbound-driven growth engine**, achieving **high-quality leads, amplified visibility, and measurable ROI**. Streamlined funnels, optimized campaigns, and simplified messaging established a **predictable, sustainable model** for long-term market traction.