

Case Study: Lead Generation

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.



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



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



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



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



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.