

Performance Marketing Case Study

SaaS



Less Guesswork. More Growth.

\$0 to \$100K in Ad Spend: Scaling a B2B SaaS Brand with Intent-Driven Funnels

The Story: A B2B SaaS company approached me ready to grow—but had no roadmap to turn traffic into leads or leads into clients.

- No ad history.
- No alignment w/funnel & campaigns
- Low understanding of buyers
- Unoptimized landing pages

The Result: Stronger CRO-driven landing pages and intent-aligned campaigns that turned more leads into paying clients.

Cost
\$100K



CAC
\$500



CVR
2X



Optimized
Google



Identified
Audience



Improved
LPs



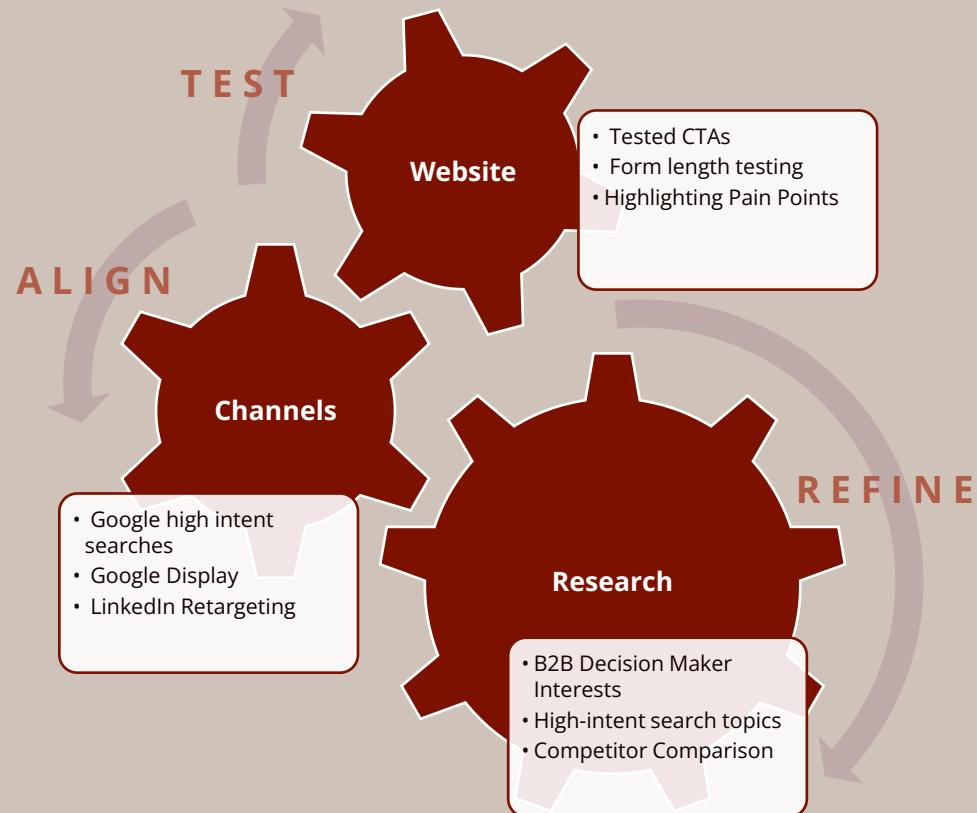
The Strategy: Building Funnel Alignment With Research

Key Takeaways

- Deep audience research drives faster, higher-quality scaling.
- CRO and funnel alignment matter more than ad volume.
- Messaging around real business problems builds trust and action.

Why It Worked

- I took the time to **define** what decision-makers actually cared about.
- I **matched messaging** to the funnel stage to lead with intent-based messaging.
- I introduced a **testing framework** to drive a lead into a qualified customer.



My Method for Sustainable Growth

Every engagement starts with understanding audience intent, evolves through structured experimentation, and scales only once efficiency is proven.



“Strategy is not about doing more—it’s about doing what works, better.”



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