



## CASE STUDY

# \$11M in 30 Days: How an AI SaaS Company Supercharged Growth



### Problem

An AI SaaS company, offering tools for advertisers and agencies, faced challenges in targeting specific industries through Facebook Ads. They needed to identify prospects with both the intent to adopt AI technologies and the financial capacity for 12-month subscriptions, a task that proved difficult with conventional targeting methods.



### Solution

The B2B2C feature was deployed to pinpoint agencies above a certain revenue threshold. This data was then cross-referenced with our pre-made segment for AI technologies and voice model product searches. The resulting high-intent audience was synced daily via our Facebook sync, ensuring consistently fresh and relevant targeting data.



### Results

The campaign produced extraordinary results in just 30 days. From a \$250,000 ad spend, the client generated over \$11 million in revenue - a staggering 40x return on investment. Moreover, lead quality improved by 50%, with higher conversion rates and lower cost per qualified lead, demonstrating the power of precision in B2B targeting.

## OUR BENEFITS

### Precision B2B Targeting:

Our B2B2C feature allows for granular targeting based on company size, revenue, and specific intent signals.

### Dynamic Audience Syncing:

Daily updates ensure your ads always reach the most current, high-intent prospects.

### Improved Lead Quality:

By focusing on both intent and qualification, we deliver leads that are more likely to convert and have higher lifetime value.

### Exceptional ROI:

Our targeted approach can dramatically improve campaign performance, as evidenced by the 40x return in this case study.



*"At simple|AUDIENCE, we're redefining B2B targeting."*

*By combining intent data with precise qualification metrics, we're not just filling funnels - we're accelerating revenue growth and maximizing ROI for our clients."*

**ROB TRUBE**

simple|AUDIENCE

