# 55% CAC DROP FOR AI LOGISTICS SOLUTIONS

## A Growing AI Tech Firm

*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA*
*A GAN-FALL CLIENT*

INDUSTRY: AI / TECH
SIZE: ~30 EMPLOYEES, $7M REVENUE
LOCATION: EAST COAST, USA

This growing AI tech firm develops cutting-edge artificial intelligence solutions, specializing in autonomous robots designed to optimize warehouse logistics for mid-to-large distribution companies. With a lean team of approximately 30 employees and $7M in annual revenue, they've carved a niche on the East Coast by delivering AI-driven automation that boosts efficiency—reducing manual labor costs by up to 25% in early client trials. Their client base includes regional logistics providers, but their sights are set on expanding into national and international markets, competing with bigger players in the $20B warehouse automation space.

## BUSINESS CHALLENGES

The firm faced significant hurdles in scaling their business:

- Low-Quality Leads: 15–20 leads per month, 8% were qualified—often small warehouses with budgets under $50K, unfit for their $100K+ robotic solutions.
- High Customer Acquisition Cost (CAC): At $1,300 per acquired client—nearly half their average deal size of $2,500—the cost of landing new business eroded profitability, leaving little room for reinvestment in R&D or team growth.
- Time-Intensive Outreach: 28 hours per week on cold calls, emails, and LinkedIn messages—chasing unresponsive leads and diluting focus from product refinement and client onboarding.
- Market Pressure: Larger competitors with established enterprise contracts (e.g., $50M+ firms) outpaced them, locking up high-value clients and threatening their growth trajectory.

## OBJECTIVES

- Increase leads to 40+ monthly, targeting $100K+ contracts from mid-sized distributors.
- Reduce CAC to $600, freeing cash for AI upgrades and new hires.
- Improve lead quality to 90%+, focusing on firms with 50+ employees and solid budgets.
- Cut outreach time by 70%, letting team prioritize pitches and client talks.

## SOLUTION

Our AutoReach Pro initiative, tailored to their logistics-focused AI niche:

- Targeted 3,000+ logistics managers at firms with 50+ employees, using AI to find budget-ready prospects.
- Ran 5-touch campaign: LinkedIn DMs with cost-saving hooks, emails with case studies, SMS webinar invites, follow-ups, nurture drips for non-responders.
- Used AI analytics to score leads, hit 90% fit rate, cut low-value follow-ups by 80%.
- Synced with HubSpot, automated lead tracking, slashed data entry time by 95%.

## RESULT AND BENEFITS

After 5 months (Q4 2021):
- Leads rose from 20 to 48 per month, a 140% increase, filling pipeline with mid-sized clients.
- CAC fell from $1,300 to $580, a 55% drop, boosting funds for two AI engineer hires.
- Revenue climbed with $800K pilot deal from a national distributor, $3M more in pipeline.
- Outreach time dropped from 28 to 8 hours weekly, a 71% gain, speeding deal closures by 30%.
- $36K investment returned 21x in closed revenue, setting stage for $15M goal.

"AI and automation are seriously changing the game. Your system is like having a sales team on autopilot, putting us in front of big players."— Head of Marketing