

250% LEAD SURGE FOR FITNESS PLATFORMS

A WELLNESS APP DEVELOPER

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

Industry: Healthcare/Wellness Software
Size: ~30 employees, \$8M revenue
Location: West Coast, USA

This wellness app developer crafts intuitive mobile platforms for fitness and mental health, offering personalized workout plans and mindfulness tools that boost user engagement by 25% over generic apps, per internal analytics. With a lean team of approximately 30 employees and \$8M in annual revenue, they've gained a foothold on the West Coast, serving fitness enthusiasts and corporate wellness programs. Rooted in a health-conscious region, they aim to scale their user base, land enterprise deals, and grow into a \$20M player in the wellness tech space.

BUSINESS CHALLENGES

- Weak lead flow: 12 per month, mostly small gyms, unfit for \$75K+ app deals.
- High CAC: \$1,100 per client, cutting profits on \$100K average contracts.
- Slow outreach: 18 hours weekly chasing leads, stalling app updates.
- Competition: Bigger wellness apps locked up corporate wellness contracts.

OBJECTIVES

- Boost leads to 40+ monthly, targeting \$75K+ deals from fitness brands.
- Reduce CAC to \$360, freeing funds for new features and hires.
- Hit 90% lead fit for firms with 50+ staff needing wellness tools.
- Cut outreach time by 70%, focusing team on coding and pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,200+ HR managers and fitness directors with 50+ staff seeking wellness apps.
- Ran 4-touch campaign: LinkedIn pitches with engagement stats, emails with demo links, SMS webinar invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with HubSpot, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

- Leads rose from 12 to 42 per month, a 250% jump, filling pipeline with corporate clients.
- CAC fell from \$1,100 to \$360, a 67% drop, funding two new developers.
- Revenue grew with \$400K corporate deal, \$1.2M more in pipeline.
- Outreach time dropped from 18 to 5 hours weekly, a 72% gain, boosting update speed by 20%.
- \$48K investment returned 36x in revenue, aiming for \$20M target.

"I've never seen a system like this before I didn't even know AI had come this far but you guys came in, flipped the script, and fixed all our problems. Thanks for reaching out."

— Marketing Director