225% LEAD SURGE FOR IN-GAME REVENUE

A MOBILE GAME STUDIO

Industry: Gaming
Size: ~45 employees, $12M revenue
Location: Southeast, USA

This mobile game studio designs addictive, free-to-play mobile titles with robust in-app purchase systems, targeting casual gamers across iOS and Android platforms. With a creative team of approximately 45 employees and $12M in annual revenue, they've gained traction in the Southeast with games boasting 500K+ downloads and retention rates 20% above industry norms. Nestled in a burgeoning tech scene, they aim to scale their user base, secure lucrative publishing deals, and grow into a $25M contender in the crowded mobile gaming market.

BUSINESS CHALLENGES

- Weak lead flow: 20 per month, mostly small sponsors, unfit for $100K+ ad deals.
- High CAC: $900 per client, cutting profits on $150K average partnerships.
- Slow outreach: 20 hours weekly chasing leads, delaying game updates.
- Competition: Bigger studios locked up top-tier ad networks and publishers.

OBJECTIVES

- Boost leads to 50+ monthly, targeting $100K+ deals from ad networks.
- Reduce CAC to $320, freeing funds for new levels and hires.
- Hit 90% lead fit for brands and publishers with solid budgets.
- Cut outreach time by 70%, focusing team on design and coding.

SOLUTION

Our AutoReach Pro initiative:
- Targeted 2,500+ ad execs and publishers with $1M+ gaming budgets.
- Ran 4-touch campaign: LinkedIn pitches with download stats, emails with ROI data, SMS demo 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 deal prep.

RESULT AND BENEFITS

- Leads rose from 20 to 50 per month, a 225% jump, filling pipeline with big sponsors.
- CAC fell from $900 to $320, a 64% drop, funding two new designers.
- Revenue grew with $600K ad deal, $1.8M more in pipeline.
- Outreach time dropped from 20 to 6 hours weekly, a 70% gain, boosting update speed by 25%.
- $9K investment returned 45x in revenue, aiming for $14M target.

"AutoReach Pro got us more leads, bigger deals, more investors and time to actually build games. This system is a huge win for us "
— Owner