



## CASE STUDY

# FUNNL PRODUCES 5X ROI FOR ONE OF THE LARGEST AI-ENABLED AP AUTOMATION SOFTWARE COMPANY



### Problem

- ✓ Required a mid-funnel SQL generation solution.
- ✓ Lacked an effective appointment setting motion.
- ✓ Desire to lower customer acquisition cost with a higher rate of return.
- ✓ Must have needed an automated lead handoff process to their CRM.

### Solution

- Generate qualified leads for B2B sales through personalized email marketing campaigns.
- Connect sales reps. with decision-makers within potential client companies.
- Fast track to first meeting with potential customers.
- Customized program outreach messaging and targeting by ERP and region.
- Create performance analytics on lead generation by region.
- Automate the lead handoff process/Upload to CRM.
- Implement a feedback rating system on leads for lead quality control.

### Results

- 5x Return
- Increased deals won
- Increased win rate by over 4%
- Increased pipeline conversion by 10.5%
- These results improved the average customer acquisition cost

### Customer Feedback



I entered a new role where the existing ROI wasn't where it needed to be. FunnL worked with me to revamp the strategy, optimize our messaging, streamline the sales engagement process, and implement smart automation. The results were improved quality of leads, a significant boost in win rates, and most importantly, a surge in sales revenue!

Our CPL dropped significantly, and my ROI skyrocketed. The best part? My sales team is buzzing with happy clients and a renewed sense of confidence. I couldn't have achieved these results without FunnL's expertise and data-driven approach." -

--- Mandi Lapointe | Sr. Director of Field Marketing | AP Automation Software Company