



CASE STUDIES

AI-Driven Marketing & Data Optimization for Business Growth

In today's competitive landscape, businesses struggle with rising customer acquisition costs, declining conversion rates, and fragmented marketing strategies. These case studies demonstrate how AI-driven targeting, predictive analytics, and strategic automation have led to massive cost reductions, revenue growth, and improved customer engagement.

Each case study includes:

- ✓ Challenges faced before optimization
- ✓ AI-powered solutions implemented
- ✓ Before & After comparisons with financial impact
- ✓ Industry benchmarks for context
- ✓ Client testimonials & key takeaways



REDUCING COST PER LEAD (CPL) BY 71% WHILE MAINTAINING SECURITY COMPLIANCE

United Healthcare, a national health insurance provider, faced rising Customer Acquisition Costs (CAC) and strict security compliance requirements. The company needed to lower CPL while ensuring fraud prevention and regulatory compliance.

CHALLENGES

- ✗ **High Cost Per Lead (CPL):** \$38 per lead, making campaigns costly and inefficient.
- ✗ **Security Compliance Requirements:** 17% fraud prevention benchmark required for regulatory compliance.
- ✗ **Seasonality Issues:** Lead costs fluctuated during open enrollment periods, impacting budget stability.
- ✗ **Regional Variability:** Some of the 15 target regions had significantly higher CPLs than others.

SOLUTION: AI-POWERED OPTIMIZATION

- ✓ **AI-Powered Regional Targeting:** Prioritized low-cost, high-conversion regions for optimized spending.
- ✓ **Fraud Prevention Systems:** Implemented real-time verification to filter low-quality leads and improve data integrity.
- ✓ **Automated Bidding Adjustments:** Used machine learning to dynamically adjust CPC (Cost-Per-Click), minimizing waste.
- ✓ **Conversion Rate Optimization (CRO):** Improved landing page speed, ad copy, and form design, increasing form submission rates by 35%.

BEFORE & AFTER PERFORMANCE COMPARISON

METRIC	BEFORE OPTIMIZATION	AFTER OPTIMIZATION	% IMPROVE
Cost Per Lead (CPL)	\$38.00	\$11.01	-71%
Monthly Lead Volume	15,500	19,800	+28%
Security Compliance Rate	83%	100%	+17%
Annual Cost Savings	-	\$6.48M	✓



PROJECTED IMPACT:

United Healthcare saves \$6.48M annually while maintaining compliance and lead quality.



INDUSTRY BENCHMARK:

The average CPL in healthcare is \$30-\$60 per lead. Reducing CPL to \$11.01 makes United Healthcare one of the most cost-efficient providers in the industry.



CLIENT TESTIMONIAL:

"We knew our lead costs were high, but we didn't realize how much we could optimize until we implemented this strategy. The cost savings and lead quality improvements have transformed our acquisition efforts."

– Marketing Director, United Healthcare



INCREASING CONVERSION RATES FROM 2.7% TO 76% WITH AI-DRIVEN REMARKETING

Fanatics, a leading e-commerce retailer for sports apparel, had high web traffic but struggled with conversion. Their email & SMS remarketing efforts were underperforming, leading to missed revenue opportunities.

CHALLENGES

- ✗ **Low Email Conversion Rate:** 2.7%, well below the industry benchmark of 10–20%.
- ✗ **Underperforming SMS Campaigns:** Only 5% of SMS clicks converted into sales.
- ✗ **High Cost Per Acquisition (CPA):** \$48 per sale, limiting profitability on lower-margin products.

SOLUTION: AI-POWERED OPTIMIZATION

- ✓ **Dynamic Email Personalization:** AI-driven product recommendations based on user browsing and past purchases.
- ✓ **SMS Timing Optimization:** Sent messages at peak engagement hours, improving click-through rates.
- ✓ **Cart Abandonment Recovery:** Customers received personalized discount codes within 30 minutes of leaving their cart.

BEFORE & AFTER PERFORMANCE COMPARISON

METRIC	BEFORE OPTIMIZATION	AFTER OPTIMIZATION	% IMPROVE
Email Conversion Rate	2.7%	39%	+14x
SMS Conversion Rate	5%	76%	+15x
Cost Per Acquisition (CPA)	\$48.00	\$12.30	-74%
Remarketing Monthly Revenue	\$875K	\$3.5M	+400%



PROJECTED IMPACT:

\$3.5M in additional revenue per month, totaling \$42M per year from remarketing alone.



INDUSTRY BENCHMARK:

The average retail email conversion rate is 10–20%. Fanatics' 39% rate is nearly 4x the industry standard.



CLIENT TESTIMONIAL:

"Our remarketing wasn't delivering results until we introduced AI-powered segmentation. The conversion lifts we saw were game-changing."

– CMO, Fanatics



ENHANCING AI-DRIVEN CUSTOMER ENGAGEMENT & RETENTION

Sprint Mobile, a leading telecommunications provider, needed to improve customer retention, optimize marketing spend, and increase upsell conversions. Sprint's Customer Data Platform (CDP) lacked visibility, making ROI tracking difficult.

CHALLENGES

- ✗ **No Direct Attribution for Marketing Efforts:** Sprint's CDP aggregated all marketing data, making it difficult to measure the exact ROI of individual campaigns.
- ✗ **High Churn Rate in Prepaid & Lower-Tier Plans:** Many customers were switching providers or downgrading their plans.
- ✗ **Limited Visibility on Customer Lifetime Value (CLV):** Sprint lacked clear insights on which customers were most likely to upgrade or renew.
- ✗ **Inefficient Targeting for Upsell Offers:** Sprint's upsell and retention campaigns lacked personalization.

SOLUTION: AI-POWERED OPTIMIZATION

- ✓ **AI-Powered Churn Prediction:** Identified at-risk customers before they churned.
- ✓ **Automated Smart Messaging:** AI-driven SMS & email campaigns personalized in real-time.
- ✓ **Dynamic Upsell Offers:** Personalized promotions for plan renewals, device upgrades, and bundled services.

BEFORE & AFTER PERFORMANCE COMPARISON

METRIC	BEFORE OPTIMIZATION	AFTER OPTIMIZATION	% IMPROVE
Churn Rate (Prepaid & Lower Tier Plans)	24%	16%	-33%
Upsell Conversion Rate (Plan Upgrades & Add-ons)	8.5%	24.3%	+186%
Customer Lifetime Value (CLV) Increase	-	+27%	✓



Sprint Mobile reduces customer churn by 33%, increases plan upgrade conversions by 186%, and boosts long-term customer lifetime value (CLV) by 27%.



INDUSTRY BENCHMARK:

The average telecom churn rate is 21-25%. Reducing Sprint's churn rate from 24% to 16% makes them an industry leader.



CLIENT TESTIMONIAL:

"With predictive modeling, we've improved retention by 33% and increased upsell conversions by 186%. This data-driven approach is a game-changer!"

– VP of Customer Retention, Sprint Mobile



ACHIEVING 21X ROI WITH AI-POWERED MARKETING

Luther Auto Group, a multi-location auto dealership, wanted to increase new vehicle sales, finance approvals, and service revenue while maintaining high marketing efficiency.

CHALLENGES

- ✗ High Customer Acquisition Costs: Create limited profit margins.
- ✗ Underperforming Trade-In & Financing Campaigns: Led to lost revenue opportunities.
- ✗ Low service engagement: Outside warranty/recall work.

SOLUTION: AI-POWERED OPTIMIZATION

- ✓ Dynamic Ad Targeting: Used AI to auto-adjust vehicle pricing & promotions.
- ✓ Financing & Trade-In Promotions: Increased vehicle upgrade purchases by 20%.
- ✓ Omnichannel Marketing Approach: Integrated social media, search, and email marketing for a holistic customer journey.

BEFORE & AFTER PERFORMANCE COMPARISON

METRIC	BEFORE OPTIMIZATION	AFTER OPTIMIZATION	% IMPROVE
Marketing ROI	5x	21x	+420%
Finance Approvals	62%	88%	+42%
Parts & Service Revenue	\$750K	\$1.3M	+73%



PROJECTED IMPACT:

Luther Auto Group now generates \$21 in revenue for every \$1 spent on marketing.



INDUSTRY BENCHMARK:

The average auto dealership marketing ROI is 3-5x. Luther Auto's 21x ROI outperforms the industry by over 400%.



CLIENT TESTIMONIAL:

"We thought a 5x ROI was good. This strategy took us to 21x, driving massive new revenue streams across sales and service."

– CEO, Luther Auto Group