

## **Case Study: Cold Email Marketing Success with Leads Generated by AI Lead Intelligence**

**Overview:** “ABC Processing”, a credit card processing company, with no cold email experience, showing amazing results with open rates, conversion rates, as well as a profitable campaign.

### **Key Data Points:**

- “ABC Processing” generated 100 high-quality leads in a test batch searching for keywords related to point of sale, credit card processing, cash discount processing, etc.
- The leads were bought at a competitive rate per lead for the industry at \$3 per lead.

### **Email Metrics:**

- A 99% email delivery rate for the generated leads.
- The initial email had a 44% open rate, revealing relevancy to the recipients in what they were searching for.
- 5 opt-ins on the first initial email, another 60 day email sequence ended up having 4 more, so 9 opt-ins in total making it known to “ABC Processing” that the prospective customers who opted in were looking for the product being offered through the keywords searched with AI Lead Intelligence software.

### **Post-Trial Sales:**

- “ABC Processing” acquired 3 new clients as a result of the lead generation efforts from the 100 leads.
- Each of the 3 new clients represents a monthly sale of minimally \$300 for the lowest monthly cash discount offer for “ABC Processing”.

### **Profitability Breakdown for “ABC Processing”:**

- For each of the 3 sales, “ABC Processing” earns \$300 per month totaling a \$900 per month increase in revenue minimum.
- The average life of a customer for “ABC Processing” is on average 4 years.
- 3 new customers x \$300 x 48 months = \$43,200.
- \$43,200 minus the \$300 lead investment = \$42,900 increase per 4 years or \$10,725 increase per year or \$873.75 increase per month in revenue for “ABC Processing”.



### **Conclusion:**

This case study illustrates “ABC Processing’s” effectiveness in generating leads at a competitive cost and converting those leads into high-value customers. With impressive open rates and subsequent sales, “ABC Processing” showcases AI Lead Intelligence’s potential to revolutionize the lead generation landscape and contribute significantly to business success.