

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

**Overview:** “AI Instant Lead”, an email marketing company, conducted a beta test with their Customer, a virtual receptionist company, showcasing exceptional results in lead quality, conversion rates, and overall profitability.

### Key Data Points:

- “AI Instant Lead” generated 50 high-quality leads for their Customer in a beta test.
- The leads were sold at an competitive rate per lead and a % of commission from leads that convert to sales, agreed upon between both parties.

### Email Metrics:

- A remarkable 98.9% email delivery rate ensured optimal reach for the generated leads.
- The initial email achieved a notable 40% open rate, indicating strong engagement.
- 16 opt-ins were recorded over a 30-45 day email sequence, demonstrating keen interest in trialing the product.

### Post-Trial Sales:

- The virtual receptionist Customer of “AI Instant Lead”, acquired 14 new clients as a result of the lead generation efforts from the 50 leads
- Each of the 14 new clients represents a monthly sale of minimally \$350 for the lowest tier virtual receptionist package for “AI Instant Lead” Customer.

### Profitability Breakdown for Customer of “AI Instant Lead”:

- With a per lead price of \$50 per lead= \$2500 initial investment.
- For each of the 14 sales, the Customer earns \$350 per month totaling a \$4,900 per month increase in revenue. With a minimum churn rate of 12 months, those leads will bring an increase of \$58,800 per year in revenue.
- \$58,800 minus the \$2500 lead investment = \$56,300 per year increase in revenue for the Customer.

### Profitability Breakdown for “AI Instant Lead”:

- \$50 per lead generated = \$2,500



**Conclusion:** This case study illustrates “AI Instant Lead” effectiveness in generating leads at a competitive cost and converting those leads into high-value customers. With impressive open rates, opt-ins, and subsequent sales, the partnership between “AI Instant Lead” and their Customer showcases AI Instant Lead’s potential to revolutionize the lead generation landscape and contribute significantly to business success.