Crigloo

REVOLUTIONIZING
DIGITAL CAMPAIGNS
USING AI

Crigloo's impact on lead generation &
customer acquisition

AT A **GLANCE**

A leading B2B Tech solutions company utilizes Crigloo's AI-based conversions to ignite revenue growth and sales efficiency.

INTRODUCTION

In today's era of rising digital marketing challenges, Crigloo stands out as a revolutionary solution. This case study delves into how Crigloo, a cutting-edge SaaS platform, empowered a B2B Tech solutions firm—a division of a worldwide conglomerate—to reduce its expenditure by a remarkable 90%. This transformation reshaped the company's digital campaign approach, spanning search, social, and display advertising networks.

BACKGROUND

The company previously handled digital campaigns in-house across native platforms, targeting search, social, and display networks to generate leads for its diverse product range. However, it grappled with lead quality issues and rising costs. With a limited staff, it juggled campaign setup, data gathering, and analysis. Enter Crigloo! Initially skeptical about Crigloo's promises, the company began with a modest budget. However, within a month, the results were undeniable: Crigloo not only simplified the campaign management process but also substantially improved lead quality with a much smaller budget.

Crigloo demonstrated efficiency in reducing acquisition costs through:
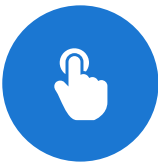
Efficient Campaign Setup

Full Funnel Measurement

AI-based Optimization

KEY **METRICS**

Crigloo's platform automates the entire setup process, ensuring optimal performance from the start.

ACHIEVED MQL TARGETS
with 90 % budget remaining
MQL = Marketing qualified leads

45%
Increase in SQL leads (Sales Quality Leads)

30% **INCREASE IN CONVERSION**
Offline conversion tracking facilitated with Eloquo, leading to dramatic improvement in lead quality.

Search CPC

— Search CPC

2023-05 2023-06 2023-07 2023-08 2023-09 2023-10 2023-11 2023-12 2024-01 2024-02

CRIGLOO'S **APPROACH**

AUTOMATIC CAMPAIGN SET-UP

Crigloo's platform automates the entire setup process based on the campaign's objectives, ensuring optimal performance from the start.

- AI-based cost optimization
- Campaign structure (Adset, ads, audience)
- Proprietary tracker

COMPREHENSIVE DATA INSTRUMENTATION

With connectors to a wide array of ad networks, analytics tools, and CRMs, Crigloo offers an unmatched ability to track the customer journey across channels, automating UTM setup and data collection.

- AI-based conversion
- AI-based persona prospecting
- Offline conversion

AI-DRIVEN BUDGET OPTIMIZATION

Crigloo uses AI algorithms to allocate budgets dynamically across channels, maximizing the effectiveness of money spent.

- Ad/social channels
- Website/click stream data
- Conversion events (Online/CRM)

RESULTS

The adoption of Crigloo led to remarkable outcomes over a period of few months:

There was a 90% reduction in budget to achieve the same number of leads.

Leads increased by 45% without increasing the budget, highlighting Crigloo's superior efficiency.

A 30% reduction in the average cost of conversion.

LESSONS & INSIGHTS

The case study highlights a fundamental observation: achieving success in digital marketing demands a comprehensive strategy for managing campaigns. Neither manual efforts nor piecemeal automated solutions can compete with the seamless efficiency and superior performance of Crigloo's fully automated and AI-enhanced platform. This underscores Crigloo's role as an essential partner in marketing, indispensable for navigating the complexities of digital campaign management.

CONCLUSION

Crigloo has proven to be more than just a tool; it's a comprehensive solution that transforms digital marketing campaigns, enabling businesses to achieve more with less. For companies looking to optimize their digital marketing efforts, Crigloo offers a pathway to significant cost savings and enhanced campaign performance.

Explore what Crigloo can do for your business. Visit our website or contact us directly to learn more.

crigloo.com