

## Case Study: Digital Ad Buying Platform

### Cost Effectively Build a Sales Lead Funnel in the US Starting from Zero

#### The Opportunity

Skylads, a European startup software company had developed a unique artificial intelligence-based advertising platform that automated, simplified, managed, optimized, and analyzed in real-time digital media ad campaigns for media buyers.

#### The Problem

As an EU startup, with no US brand, track record, and limited financial and human resources, it had few options to cost effectively build its sales funnel. They were considering options from online lead list brokers and lead gen appointment setting services, but those solutions did not offer in-market leads and were costly.

#### Solution

Skylads chose Enov8's Intelligent Lead Generation solution. They gave Enov8 their target customer profile, competitors, key industry terms and topics, target industries and target company sizes.

By targeting B2B buyers of digital media solutions who were also demonstrating interest in Skylads larger more well-known competitors, Enov8 was able to cost effectively identify B2B buyers that were in-market for digital ad buying services.

#### Results

Using intelligent web crawlers, AI analysis, predictive scoring, and other technology and know-how, Enov8 was able to identify over 7,000 in-market B2B leads over a 5-month period at a CPL of ~\$0.42. Within a week of signed contract, Skylads was receiving leads, inputting them into their CRM and executing their own outbound email campaign.

