

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

Overview: “AI Instant Lead 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:

- “AI Instant Lead 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 “AI Instant Lead Processing” that the prospective customers who opted in were looking for the product being offered through the keywords searched with AI Instant Lead software.

Post-Trial Sales:

- “AI Instant Lead 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 “AI Instant Lead Processing”.

Profitability Breakdown for “AI Instant Lead Processing”:

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



Conclusion:

This case study illustrates “AI Instant Lead 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, “AI Instant Lead Processing” showcases AI Instant Lead’s potential to revolutionize the lead generation landscape and contribute significantly to business success.