

How a B2B SaaS Startup Closed 2 Clients and Added \$22K in 3 Weeks with a Fixed Funnel

Client: A Seattle-based SaaS startup



CAMPAIGN SUMMARY

Built a fixed funnel that boosted customer interaction, streamlined lead management, and created a clear path to win and retain clients.

BACKGROUND

A growing SaaS company providing workflow automation for mid-sized enterprises. The startup partnered with Imarketo to create a predictable client acquisition system through funnel optimization, retargeting, and structured outreach.

Target Audience: Operations managers, tech leads, and founders looking for streamlined SaaS solutions.

CHALLENGES

1 No structured system
Outreach efforts were scattered and inconsistent.

3 Poor ad performance
Campaigns generated clicks but few real opportunities.

2 Low conversions
Website traffic rarely turned into qualified leads.

4 Time Pressure
Needed to deliver quick results to prove traction to stakeholders.

STRATEGIES

Landing Page Optimization

- Simplified copy to highlight clear pain points and solutions
- Added social proof like testimonials and demo previews
- Focused calls to action on driving demo bookings

Retargeting Flows

- Set up retargeting ads for visitors who dropped off the funnel
- Used behavior-based messaging to re-engage prospects
- Supported ads with email drip sequences for nurturing

Smarter Outreach

- Defined an ideal customer profile and built targeted lists
- Created personalized outreach via LinkedIn and email
- Used consistent multi-touch follow-ups instead of one-time messages

RESULTS



Closed 2 new clients within 3 weeks



Landing page conversion rate improved from 1.2% to 3.4%



Retargeting generated 4 qualified leads at a sustainable cost per acquisition



Added \$22,000 in revenue from these deals



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