



Digital & AI Marketing Optimization

Driving Smarter Growth Through Insight

The Challenge

Marketing efforts lacked attribution clarity, inefficient spend allocation, and limited insight into customer behavior and conversion drivers.

Insight Partners' Approach

- Marketing performance analytics
- AI-driven segmentation and targeting
- Funnel optimization and attribution modeling
- Spend efficiency and ROI tracking

Quantified Impact (6–9 Months)

Marketing Performance

- 28% increase in conversion rates
- Improved campaign ROI

Financial

- Reduced inefficient marketing spend
- Clear visibility into growth drivers

Why Insight Partners

- ✓ Data-driven marketing strategy
- ✓ AI applied with business intent
- ✓ Measurable ROI focus
- ✓ End-to-end execution ownership

Insight Partners LLC
Great moves start with insights