B2B Cloud Success Story
Volume Without Value

Honeybee AI

The Challenge

Low CVR of 1.11% and **high cost-per-customer of €3,432** meant the client needed to shift from maximizing trial volume to driving high-quality, commercially viable customer acquisition.

The Solution

Data Analysis 6 Audits

1

Market, geographic, keyword, landing page, campaign performance, and CRM analysis to identify high-intent audiences.

Account Restructure 18 → 9 Campaigns

2

Consolidated fragmented campaigns to leverage ai algorithms, introduced market-based tiering, refined keyword groupings for better data density.

Optimization 9 opportunity points

3

Smart bidding experiments, high-intent keyword targeting, messaging refinement using AI aided ad testing, and landing page CRO improvements

The Results

CVR IMPROVEMENT   CAC REDUCTION   CUSTOMER GROWTH

+256%
Conversion-rate Improvement (1.21% → 4.31%)

−69%
Cost-per-customer Reduction (€3,432 → €1,061)

+60.3%
ROI

Google Ads   LinkedIn

Ecommerce Success Story
Achieving 2.0 ROAS and 159% Revenue Growth in a Deep-Pocket Market

Honeybee AI

The Challenge

Domination by competitors, with deep-pockets, **meant high CPCs** and lower profit margins. The brand was positioned generically, with low engagement-rates across Google and Meta channels.

The Solution

Implemented a 3-Point Plan focusing on technical foundation, audience insight, and channel diversification to shift the brand narrative and regain control.

Audience Alignment **Fragmented → Aligned**

Re-targeted the audience from general targeting to travel/outdoor enthusiasts and optimized budget toward top 25% household income
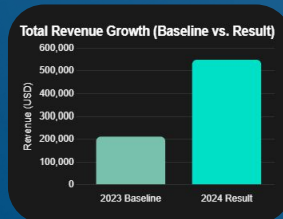
Channel Diversification **Connected TV & Bing Ads**

Scaled generic search campaigns into Bing Ads for untapped AOV potential. Launched programmatic connected TV to push brand message, with the goal to increase engagement-rates across paid search and social.

Smart Bid Capping **Paid Search**

Implemented smart bidding caps to protect margins.

The Results

+133%
Revenue Increase YoY

+ 85 % ROAS
1.08 → 2.0 increase in ROAS YoY

x3 CTRs
Variations between channels

Total Revenue Growth (Baseline vs. Result)

Google Ads | Bing | Meta | StackAdapt

Enterprise Retail SaaS required highly qualified leads from decision-makers

Honeybee AI

The Challenge

Facing **high lead rejection rates** (41.54%) and **low lead-to-MQL** conversion (54.65%), a more data-driven approach, persona-based targeting, and additional channel integration was needed.

The Solution

Data Driven Approach Using 'Micro-Conversions'
1

Developed sophisticated micro conversion setup within Google Ads, Linkedin and programmatic display to monitor high engaged traffic for just lead form fills.

Persona-Based Targeting
2

Targeted 5 primary personas (Finance, Operations, E-Commerce, Technology, Supply Chain) across 3 regions. Using AI to produce large-scale ad campaigns that nurture.

End to end Tracking
3

End to end tracking, by connecting HubSpot, Marketo, Salesforce, and analytics platforms for unified lead management and attribution

The Results

Lead-to-MQL IMPROVEMENT   TAM Engagement GROWTH

+70.53%
Lead-to-MQL Conversion
(Doubled Target)

-12.5%
Lead Rejection Rate
(41.54% → 12.5%)

356
Unique Companies
Engaged from TAM

Google Ads   Linked in
StackAdapt

DTC Success: Optimizing for Seasonal Booking Changes

Honeybee AI

The Challenge

Healthcare client operates 210+ care clinics across multiple states in the US. Inefficient city-level campaign structure, non-US traffic wasting budget, and inability to capitalize on seasonal demand peaks. Mobile-first users (82%) needed better targeting, and search visibility was fragmented.

The Solution

Data Driven Approach Using Ai Data Analysis

Data processing -70% time saving

Seasonal budgeting agility utilising ai data analysis, state-based restructure, mobile-first targeting (82% users), and service-based ad optimization.

1

Dynamic Creative Creative capabilities

More responsive ad creative strategy, leveraging personiliased ad copy, with A/B testing to increase engagement rates.

2

Brand Integration Full Funnel Attribution

Bridged the gap between Brand and Performance Marketing, utilizing influential campaigns to boost bottom-line outcomes.

3

The Results

+32%
Bookings Growth

BOOKING GROWTH
+32%

ROAS
4.2

+11.2%
ROAS

Google Ads

Meta

Bing