

# Cutting CAC 43% with a First-Ever ABM Program

Full-funnel growth strategy, aligned across sales, marketing, and partnerships

## At a glance

A growth-stage B2B SaaS company in the retail technology space had no account-based marketing program and no full-funnel growth strategy. Marketing, Sales, and Partnerships operated with separate goals and limited coordination, resulting in inefficient spend, a longer sales cycle, and higher acquisition costs relative to deal value.

## Key metrics

Engagement results were tracked across the full funnel, giving leadership a clear view of efficiency gains from first-touch to closed deal.



**-43%**  
CAC



**-75%**  
Cost Per Lead



**-33%**  
Faster Sales Cycle

## CHALLENGES



The company had no account-based marketing program and no full-funnel growth strategy. Marketing, Sales, and Partnerships operated with separate goals and limited coordination, resulting in inefficient spend, a longer sales cycle, and higher acquisition costs relative to deal value.

## SOLUTIONS



TideBeam Labs led a 7-person team and a \$3M budget to launch the company's first ABM program & growth strategy. The engagement aligned Marketing, Sales, and Partnerships, with targeted account selection, messaging, and partner-sourced demand.



**Account-Based  
Marketing**



**Partner &  
Channel  
Marketing**



**Pipeline & GTM  
Alignment**

## BENEFITS



1

### 26% Pipeline Growth

Launching the company's first ABM program drove a 26% increase in year-over-year pipeline by focusing spend on higher-value target accounts.

2

### 43% Lower CAC, 75% Lower CPL

A coordinated full-funnel strategy reduced customer acquisition cost by 43% and cost per lead by 75%, improving overall marketing efficiency.

3

### 33% Faster Sales Cycle

Aligning Marketing, Sales, and Partnerships under shared pipeline goals shortened the sales cycle by 33%, accelerating time to revenue.



**TIDEBEAM LABS**

DEMAND GENERATION & GROWTH



B2B SaaS Demand Generation Consultancy



[www.tidebeamlabs.com](http://www.tidebeamlabs.com)



[kc@tidebeamlabs.com](mailto:kc@tidebeamlabs.com)