Case Study

EARGO

A direct-to-consumer hearing aid company

EYELEVEL.AI

200% higher sales conversion rate

50% lower cost per sale

Challenge

More than 90% of the leads generated through Eargo's outbound marketing campaigns are disqualified by their sales team, reducing time spent on real opportunities, negatively impacting revenue, and demoralizing the sales team.

Solution

Using the EyeLevel.ai platform, Eargo's marketing team was able to design, iteratively improve, and integrate automated chats into their outbound marketing campaigns, enabling them to pre-sell and pre-qualify leads before transferring them to sales.



Results

Leads funneled through the EyeLevel.ai Platform converted into qualified opportunities and sales at up to 200% higher rate versus average. While the cost per lead was 15% higher, the cost per sale was 50% lower versus average. The EyeLevel.ai platform empowered the marketing team to automate some of the qualification and pre-sales responsibilities of the sales team into their outbound marketing efforts. Higher quality leads produced more closed sales opportunities at a lower cost.