Project Summary

For the project, I used the AIDCA model to investigate and enhance D2C growth campaigns. I have dimensioned 10 companies from various industries. The scopes I studied taught me that every persona (CTO, COO, CMO, CFO) reacts differently to outreach. CFOs were the ones who converted SQL → Client the most, whereas CMOs most likely stopped because of the messaging if it was too generic.

Funnel data audits exposed one significant truth: the Client conversion rate is only 1.7%. To achieve a leadership target of 200 clients, the campaigns would have to produce about 11, 765 leads. This difference focuses on the need for improving funnel efficiency rather than just depending on the volume.

Testing the funnel debugging position revealed that Authority and Social Proof are the tools that help the conviction, stage failures to be repaired, whereas a stronger subject line is required to get the Attention higher. Also, AI, driven targeting can make the lead quality more precise.

The dashboard put all these findings together, showing the results of the drop, offs and what leaders' actions (e.g., pricing pilots for Action failures, eco, proof for Conviction gaps) should be taken).

Generally, the exercise was a successful integration of data, human behavior, and strategy that demonstrated the use of targeted AI, driven optimization to make a campaign that was previously high, volume but inefficient a precision, based growth engine that can move significantly closer to the 200, client goal.