

Beyond Leads: How RevIntel Increased Revenue by 32.73% with AI-Powered First-Party Data

EXECUTIVE SUMMARY

Ignite Visibility partnered with a multi-brand enterprise foundation services organization to fundamentally transform how paid media was measured and optimized. Rather than relying on traditional PPC metrics like clicks and cost per lead, we developed RevIntel, a proprietary first-party attribution platform that connects CRM outcomes directly to Google Ads and Microsoft Ads.

By optimizing campaigns around qualified leads and revenue instead of surface-level conversions, we created a scalable, AI-powered revenue optimization engine that **increased revenue by 32.73%, generated 18.01% more qualified leads, and reduced overall ad spend by 5.40%.**

32.73%
INCREASE IN
REVENUE

18.01% MORE
QUALIFIED
LEADS

5.40%
REDUCTION
OF SPEND

CAMPAIGN STRATEGY & TACTICS

Proprietary Technology

- Developed and deployed RevIntel, a first-party attribution and revenue optimization platform.
- Connected CRM, qualified lead, appointment, and revenue data directly into Google Ads and Microsoft Ads.
- Enabled AI-driven bidding algorithms to optimize for business outcomes instead of raw conversions.

Full-Funnel Optimization

- Rebuilt campaign architecture across Google Search, Performance Max, Demand Gen, Microsoft Ads, Remarketing, and AI Max.
- Organized campaigns around product intent, symptom-based searches, geographic markets, and funnel stage.
- Implemented advanced call tracking, attribution modeling, and market-specific microsites.

Revenue Intelligence

- Established closed-loop reporting from marketing click to qualified lead, appointment, and revenue.
- Created a collaborative optimization framework between marketing and sales teams.
- Shifted optimization from cost-per-lead to cost-per-qualified-lead and revenue efficiency.

BY THE NUMBERS

▲ 32.73%
REVENUE GROWTH

▲ 18.01%
QUALIFIED LEADS

▼ 11.15% COST
PER QUALIFIED
LEAD

▼ 5.40% AD
SPEND

▲ 25.34% LEAD-
TO-QUALIFIED
CONVERSION RATE

RESULTS & BUSINESS IMPACT

Overall Performance (2024 vs. 2025)

- 32.73% increase in revenue
- 18.01% increase in qualified leads
- 11.15% reduction in cost per qualified lead
- 25.34% improvement in raw-to-qualified lead conversion rate
- 5.40% reduction in total ad spend

Brand A

- Revenue ▲ 10.65%
- Qualified Leads ▲ 28.34%
- Cost per Qualified Lead ▼ 23.02%

Brand B

- Revenue ▲ 24.78%
- Qualified Leads ▲ 23.50%

Brand C

- Revenue ▲ 81.14%
- Qualified Leads ▲ 5.25%

KEY TAKEAWAYS

- **Introduced proprietary technology** that transformed PPC optimization from lead generation to revenue optimization.
- **Connected first-party CRM data** directly to AI bidding algorithms, creating smarter, more profitable campaign automation.
- **Reduced marketing waste** by optimizing toward qualified leads instead of raw lead volume.
- **Delivered measurable revenue growth** while reducing advertising spend, proving efficiency and growth can happen simultaneously.
- **Created a repeatable enterprise framework** that scales across brands, markets, and future marketing initiatives.

LOOKING AHEAD

RevIntel demonstrates how first-party data and proprietary technology can fundamentally redefine enterprise PPC. By connecting marketing performance directly to downstream revenue outcomes, Ignite Visibility transformed paid media from a channel optimized for leads into a scalable revenue engine. As AI-driven advertising platforms continue to evolve, RevIntel positions organizations to compete with richer first-party data, smarter optimization, and a sustainable competitive advantage—providing a foundation for continued growth across brands, markets, and future digital channels.