How LS Direct Increased leads by 63% and decreased CPL by 20%

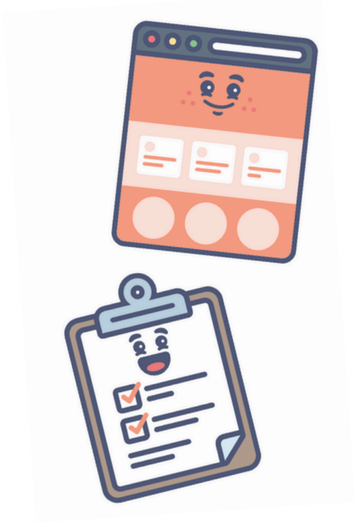
63% In Leads

20% In Cost Per Lead

67% In Google Leads

40% LinkedIn CPL

Goal



Increase MQLs from 133 to 146

LS Direct specializes in data-driven direct mail marketing for retailers and DTC brands. They use first-party data and AI to create personalized, omnichannel campaigns that drive customer acquisition, retention, and reactivation.

Coming to KlientBoost, they struggled to get high-value enterprise leads and faced seasonal conversion decline. Their ad campaigns drove MQLs but they needed more SQLs to improve pipeline quality. Ad fatigue and unclear messaging reduced engagement, impacting overall marketing performance.

What we did

→ Tightened LinkedIn ABM targeting
→ Implemented TOFU content offers on Meta
→ Refreshed Google/Bing ad copy
→ Reworked landing page CRO strategy

The Result

63% increase in MQLs for a $10M ARR B2B in 90 days

We increased MQLs to 271, a 63% gain (with Google leads hitting 67%). We also decreased the cost per lead overall by 20% (with LinkedIn CPL decreasing 40%). LS Direct achieved higher-quality SQLs with ABM & CRO strategies.

This strategy was successful because our team used each channel for what it's best at:

- LinkedIn Ads to warm prospects and generate demand
- Google Ads to capture high-intent demand
- Trust-building landing page with frictionless submission form

"Solid MQL and SQL performance, opportunities in sales-pipeline, closed won deals."
—Head of Marketing, LS Direct