

\$21K+ in monthly recurring revenue, on about \$1K a month in ads

A B2B insurtech SaaS for insurance agencies, with no acquisition when I joined. I built the ad accounts, produced the creative in-house with AI and qualified every lead before it reached sales.

\$21K+

monthly recurring revenue after 10 months

~\$1K

ad spend per month

~\$10.4K

total ad spend, 10 months

~\$4.20

cost per lead

2,500+

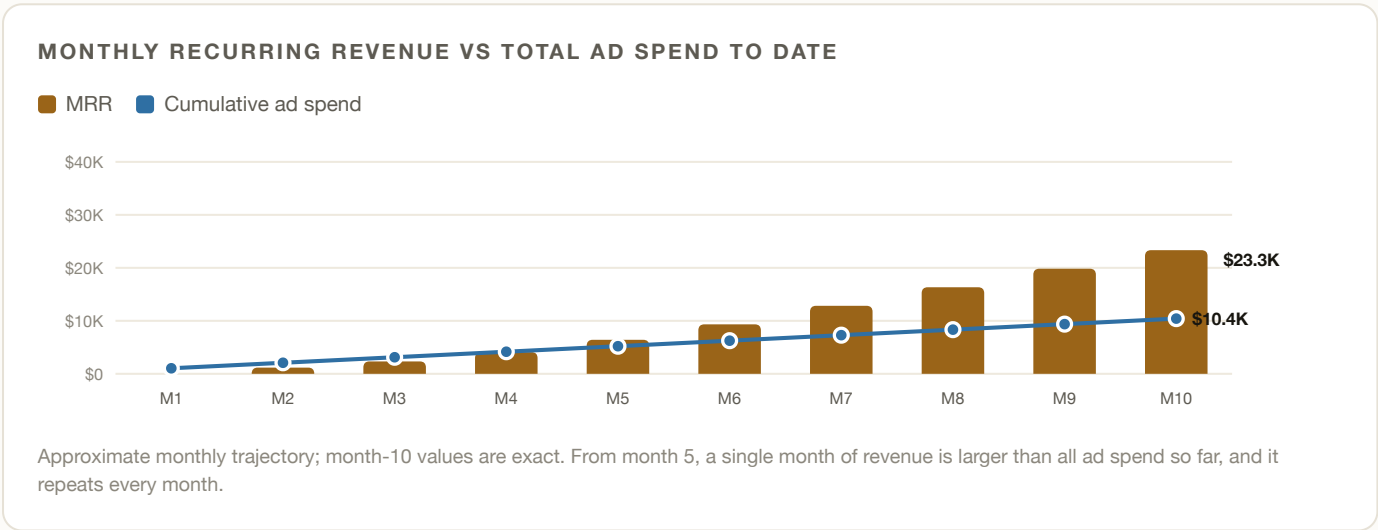
qualified leads

40

customers

~\$583

revenue per customer, monthly



FUNNEL

2,500+

qualified leads

→ 12%

300

demos

→ 13%

40

customers

Every lead was qualified by an agent before sales picked up the phone.

COST PER LEAD

\$4.20

Account avg.

~\$2.50

AI-made ad

Fully AI-produced Meta ad, top performer in the niche.

WHAT I DID

- Built Meta and Google from zero for a product with no acquisition. Meta carried the volume.
- Built the lead-qualification agent, scoring and CRM with Claude Code, so sales only called ready accounts.
- Closed the 40 accounts myself, online and in the field.

WHERE AI FITS

AI PRODUCED

- Video ads with Veo, Seedance and Kling
- Copy and static variants for testing
- 24/7 lead replies and scoring

I DECIDED

- The audience and the angle for agency owners
- Which variant won and got the budget
- When a lead was ready for a human call

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