



Humanswith.ai growth marketing agency



European Tagline Awards 2023
Best Use of AI
in Advertising and eCRM
Featured by WSJ

AI-driven Ad Optimization using
CRM Prescoring and Sales Data

Key Challenges Facing Our Target Audience

1. Not Enough Good Leads:

The big issue is not getting enough leads that are ready to buy.

2. Growth Slowed Down:

Companies hit a wall with growth. Money spent on ads isn't paying off like before, and what used to work for getting customers doesn't anymore.

3. Looking for a Better Marketing Partner:

Businesses are tired of marketing teams that don't deliver the right kind of leads affordably. They want a new partner who can get them quality leads without breaking the bank.

AI-Driven Ad Optimization: Boost ROMI* to 600-1600%

*ROMI (Return On Marketing Investment) indicates that a 1000% ROMI translates to \$10,000 in revenue for every \$1,000 spent on advertising, demonstrating the high efficiency and profitability of your marketing investments.

Ads Focused on Conversions

We'll shift your ad campaigns to pay for conversions, not clicks, targeting deeper funnel outcomes like prescoring results or purchase data to attract more of the right customers.

Step 1

Enhanced Inquiry Forms

We'll upgrade your lead capture forms to automatically qualify incoming deals by ABC right at submission, based on customer responses, bypassing the need for initial sales team assessment.

Step 2

Seamless Data Integration

We'll streamline data flow between your ad platforms, website, messaging apps, and CRM to ensure ads are informed by the latest conversion data, aiming to bring in more paying customers.

Step 3

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Maximize ROMI with AI-Driven Ad Optimization

Key Benefits of Implementing AI-Driven Solutions:

Attract Paying Customers Only:

Harness AI to focus your advertising efforts on attracting an audience that is ready and able to make purchases, eliminating wasted spend on unqualified leads.

Unified Sales and Marketing Goals:

AI optimization aligns the efforts of your sales and marketing teams, ensuring they work towards a common goal without blaming each other for the lack of sales, streamlining operations for maximum efficiency.

Turn Marketing into an Autonomous System:

Implement an intelligent, AI-based system that operates independently of traditional team constraints, adapting to your business's unique needs and growing your business without the need for constant adjustments or increased ad budgets.

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These benefits directly address the primary challenges faced by businesses today, offering a pathway to not just survive but thrive in the current market by leveraging the power of AI for advertising optimization.

Showcasing Our Success: Proven Client Results (1)

Before:



Petros Yuvanoglu, a legacy dentist from a family with over 40 years in the business, faced challenges in digital marketing for his clinics in Athens and Dubai. Despite a loyal patient base and attempts at online advertising, the last 6 years saw no substantial results. Efforts to increase inquiries only overwhelmed his patient care team without increasing clinic visits. After reducing ad spend by 80%, they stopped seeking online advertising solutions, finding no innovative approaches that worked.

Showcasing Our Success: Proven Client Results (1)

After:



With our AI + CRM Optimization campaign targeting the UAE, Qatar, Saudi Arabia, and Oman, Petros's Dubai dental clinic experienced a turnaround:

- ROMI: Achieved 1609%, turning every 1 AED spent on ads into 16.09 AED in revenue.
- CPC: Reduced to 1.37 AED.
- CPL: Improved to 120 AED.
- Leads/Day: Increased to 15, with lead quality significantly improved (A - 36%, B - 53%).

This case shows AI optimization turning ad challenges into major growth and profit.



Award Recognition: At the end of 2023, we were honored with the top award at the European Tagline Awards 2023 for the Best Use of AI in Advertising and eCRM. [Link](#)

Showcasing Our Success: Proven Client Results (2)

Before:



Aslan Patov's journey into the real estate brokerage market in the UAE was driven by a consulting background with key developers in Dubai and Abu Dhabi. Despite employing a multilingual team of 15 brokers to cater to diverse client needs, their use of Google ads and other paid promotion channels failed to yield cost-effective client acquisition. Switching teams didn't help; the cost per client was significantly higher compared to social media channels, threatening the realization of their business goals.

Showcasing Our Success: Proven Client Results (2)

After:



Our intervention with an AI + CRM Optimization campaign targeting a global audience including Canada, Argentina, the UK, Italy, France, the UAE, Saudi Arabia, and China marked a turning point:

- ROMI: Soared to 1550%, making every 1 AED spent on ads return 15.5 AED in commission.
- CPC: Optimized to 4 AED.
- CPL: Decreased to 80 AED.
- Leads/Day: Increased to 35, with a substantial improvement in lead quality (A - 32%, B - 48%).

AI strategies transform client acquisition and marketing efficiency in a tough real estate market.



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Showcasing Our Success: Proven Client Results (3)

Before:



Svetlana Kuprina's hair transplant clinic in Moscow faced stagnation for the last four years despite 11 years of operation. Previous contractors and marketing methods failed to yield results, leaving the clinic reliant on word-of-mouth from an established client base. Attempts to innovate or break through the competitive barrier were unsuccessful, causing business management to become increasingly challenging.

Showcasing Our Success: Proven Client Results (3)

After:



The clinic's partnership with us for a Yandex Direct campaign, utilizing AI + CRM Optimization across Russia, led to remarkable improvements:

- ROMI: Achieved a staggering 1582%, turning every 1 RUB of ad spend into 15.82 RUB of revenue.
- CPC: Managed at 44 RUB.
- CPL: Reduced to 895 RUB.
- Leads/Day: Increased to 60, with a significant boost in lead quality (A - 31%, B - 40%).

Targeted AI strategies turned stagnant growth into thriving profits, revitalizing the business's online presence.



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Showcasing Our Success: Proven Client Results (4)

Before:



Fara, a premier event organizer at Dubai Opera, brings global artists to Dubai, relying on ticket operators for sales logistics. While operators managed seating and payments, Fara was responsible for all marketing efforts to attract attendees. Previously successful social media ads no longer delivered the sales volume needed, and attempts at Google and YouTube ads were not cost-effective, leaving Fara in search of a solution to this growing problem.

Showcasing Our Success: Proven Client Results (4)

After:



Switching to a Google Ads campaign with AI + CRM Optimization targeting Dubai and Abu Dhabi led to significant improvements for Fara's event ticket sales:

- ROMI: Reached 663%, with every 1 AED spent on ads generating 6.63 AED in revenue.
- CPC: Was reduced to just 0.7 AED.
- CPL: Dropped to 17 AED.
- Leads/Day: Increased to 50, with an impressive 72% being high-quality leads.

AI ad strategies turned Fara's ticket sales woes into success, boosting efficiency and profits significantly.



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Finalizing Your AI+CRM Ad Optimization Strategy

Ready to revolutionize your advertising with AI + CRM?

We offer three tailored solutions to suit every business need:

Exploration (eBook)

Dive into AI + CRM optimization at your own pace with our comprehensive guide.

Team Training

Let us guide your team through the learning curve, ensuring your business achieves tangible results.

Full Implementation

Prefer us to handle everything? Our experts are ready to fully implement AI + CRM optimization for you.

Finalizing Your AI+CRM Ad Optimization Strategy

To help us tailor the perfect strategy for your business, please answer a brief 5-question survey. Your insights will enable us to send a customized solution directly to your WhatsApp, ensuring it fits your business like a glove.

Don't miss this opportunity to enhance your advertising strategy. Start the quiz now at quiz.humanswith.ai and discover the power of AI + CRM optimization tailored just for you.

[Go to quiz](https://quiz.humanswith.ai)