**B2B LEAD GEN WITH AI: BEFORE & AFTER**
**SPEED- MORE, FASTER & HIGHER QUALIFIED LEADS**
**SAVE: LESS COSTLY PRODUCTION; ALLOCATION TO MEDIA SPEND**

NuSpark Media Group

**TARGET: MULTIPLE SEGMENTS**

This is a scenario. Your results will vary

| Features | Before AI | With AI |
|---|---|---|
| Campaign Timeline | 90 days | 90 days |
| # of eBooks | 1 , covering all targets with general message | 3 - all built in 1 month, each covering a segment |
| Production Cost | Hire writer and designer. High costs for 1 guide | NuSpark manages AI writing, and Fiverr designer. Low costs for 3 (or more) guides |
| Budget Production & Media (est. assumption) | $6,000 production, $9,000 media | $2,000 production, $13,000 media |
| Personalization | None; topic must cover all targets with general message | Yes. multiple targets (industry/title) segmented by specific pain & solutions |
| Cold Email | One target;general message | Multiple targets, personalized messages |
| Demand Generation | Limited to one target | Multiple media options covering specific segments |
| Email Funnels- goal: demo or appt. | Limited to one target | Multiple funnels; for each target; personalized cadences |
| Est Leads; assume $100 per lead; non-personalized content in funnel | 90 leads | |
| Est Leads; $100 per lead; just for comparison | | 126 leads, across 3 magnents |
| Est Leads; $50 per lead; personalized content lowers lead cost | | 260 leads, near 90 for each target, same time period |
| Lead qualification | Low: Topic attempts to cover a general pain point covering all segments | High; AI identifies segmented pain points with personalization |
| Appointment rate & Close rate increase | | Yes, due to more personalized demos, proposals, sales engagement |