

# hiya

# 97thFloor

**1,107**  
MQLs Generated  
(over 5 months)

**81%**  
Sales-Accepted  
Lead Rate

**\$189**  
Avg. Cost per  
Acquisition

Dialing in Hiya's B2B Lead Generation with a 81%+ SAL Rate

## About Hiya

Hiya is the developer of a caller identification application designed to offer a better phone experience to mobile users worldwide. The company's services identify unknown numbers and automatically block scam and spam threats across the globe, enabling users to stay protected and block unwanted calls.

## Problem

Hiya came to 97th Floor as a startup shortly after they had received series A funding. While Hiya had a stronghold in the consumer market, they needed help developing a lead generation strategy for their new B2B product offering.

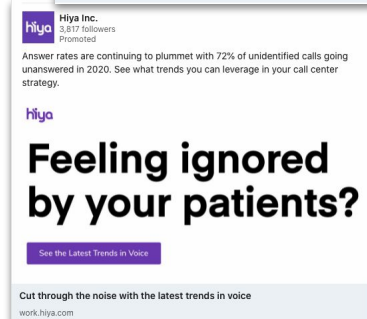
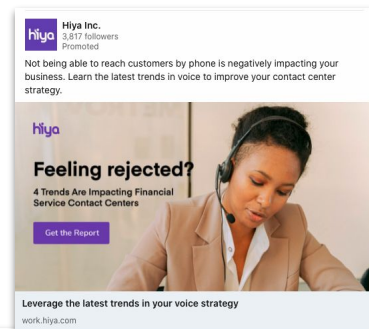
## Strategy

97th Floor's initial audit revealed that existing LinkedIn Ad campaigns were inefficient due to a lack of persona-specific ads and content. Two campaign types - one based on job title and another targeting specific companies- were blended together, prohibiting Hiya from speaking directly to one persona or the other. The generic, broad ads couldn't cut through the noise to reach end users. We took the following actions:

1. **Restructured campaigns** building industry-specific audiences for the following verticals: Finance, Insurance, Healthcare, Delivery Services, Real Estate and Retail.
2. **Created new content pieces** to match these unique industries. We also refined the job titles we were targeting, ensuring that each unique persona was receiving content to address their unique pain points.
3. **Leveraged CRM data** to understand which company types had the highest conversion rates leading to data-backed, successful ad spend increases.
4. **Used A/B testing** to find the best design and ad copy approach.

## Results

Within 5 months of re-launching ads, the Hiya and 97th Floor teams recorded the company's highest-ever B2B Marketing Qualified Lead (MQL) volume, highest-ever Sales Accepted Leads (SAL) rate, and lowest-ever Cost Per Conversion.



Learn how 97th Floor can help  
you achieve unprecedented growth.

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