



C A S E S T U D Y

How Outlyer Helps B2B Startups Scale Pipeline from Zero to Predictable Revenue

Transforming ABM Strategy into a High-Performance Funnel

EXECUTIVE SUMMARY

Outlyer helps B2B startup CEOs, CMOs, and CROs turn fragmented marketing efforts into a **predictable, scalable revenue machine** — **delivering qualified pipeline, lower CAC, and measurable ROI within 90 days**. This case reveals how an AI-powered GTM strategy built for the modern B2B buyer transforms early-stage chaos into compounding growth.

3×

Pipeline Growth

72%

Sales Increase

\$37

Cost Per Lead

90

Days to Results

THE PROBLEM: B2B GROWTH IS STUCK IN OLD PLAYBOOKS

Most B2B startups face the same structural barrier: their go-to-market strategy was built for a world that no longer exists. Sales-led, outbound-heavy motions are burning budget with shrinking returns. Marketing and sales operate in silos, and leadership has no clear visibility into what's working.

The result is a growth ceiling — **revenue that requires adding headcount to scale, with CAC that rises faster than ARR.**

Key Pain Points

- No unified digital acquisition engine — leads come in sporadically
- Marketing spends with zero attribution to pipeline or revenue



- **High Customer Acquisition Cost (CAC)** with declining lead quality
- Misalignment between marketing campaigns and sales readiness
- **Manual outreach** replacing scalable, automated lead nurturing
- **Lack of a data-driven GTM** framework to guide decisions

THE OPPORTUNITY MOST STARTUPS MISS

The tools already exist. Most B2B companies have CRM systems, ad accounts, and content libraries — but they're disconnected. The gap is not technology. It's **strategy, integration, and AI-powered execution**. The opportunity lies in transforming fragmented point solutions into a unified revenue engine — one that works around the clock, adapts in real-time, and compounds over time.

THE TRANSFORMATION STRATEGY

1

AI-Powered Lead Generation Architecture

Build a full-funnel acquisition engine — combining paid search, LinkedIn ABM, SEO, and AI-personalized outreach — to generate a consistent flow of high-intent B2B leads at predictable CPL.

2

Revenue-Aligned Performance Marketing

Replace spray-and-pray ad spend with precision-targeted, funnel-stage campaigns. Every dollar is tracked from impression to closed deal, enabling real-time optimization for maximum ROAS and lower CAC.



3

Full-Funnel Automation & CRM Intelligence

Integrate marketing automation with your CRM to enable real-time lead scoring, automated nurture sequences, and seamless sales handoffs — eliminating the leaks that silently kill conversion rates.

4

Account-Based Marketing (ABM) at Scale

Identify your 500 highest-value target accounts and surround decision-makers — CEO, CMO, CRO — with coordinated, personalized content across LinkedIn, email, and display. Turn cold accounts into warm pipeline.

5

Dashboards That Connect Marketing to Revenue

Build a live metrics command center that ties every campaign action to pipeline value, opportunity conversion, and closed revenue — giving leadership total clarity and confidence in marketing ROI.

BUSINESS IMPACT



Revenue-generating pipeline built within 90 days



Lead conversion rate increased from 2% to 7%



Customer Acquisition Cost reduced by 40%+



AI personalization deployed across all touchpoints



Campaign execution time cut by 60% with automation



Sales and marketing aligned on shared revenue KPIs

WHY THIS MATTERS NOW FOR B2B LEADERS

The B2B buying journey has fundamentally changed. Today's buyers complete 70% of the purchase decision before speaking to a salesperson. Startups that fail to show up with the right message, at the right moment, across the right channels are invisible to their best-fit customers.

Today's CEOs, CMOs & CROs Need

- Measurable, **attributable marketing ROI** — not vanity metrics



The opportunity to build a sustainable competitive moat through ABM is open — but not forever.

- Scalable digital pipeline — not headcount-dependent growth
- Scalable digital pipeline — not headcount-dependent growth
- AI-driven personalization across every buyer touchpoint
- Aligned sales & marketing operating from a single funnel
- Speed: **faster launch cycles** and real-time campaign optimization

TESTIMONIAL

"Franck didn't just optimize our go-to-market strategy — he transformed it. From full-funnel alignment to campaign orchestration, he turned marketing into a true revenue engine. His ability to translate data into action and vision into measurable outcomes is nothing short of remarkable. If you want innovation with results, Franck delivers — every time."

— David Gildhe, Founder & CEO



Franck Ardourel

READY TO BUILD YOUR B2B GROWTH ENGINE?

Let's design your AI-powered GTM strategy — together.

✉ franck@franckardourel.com

☎ (510) 205-2651

🌐 franckardourel.com

*Franck Ardourel — Chief AI & CX Officer | Fractional CMO | Enterprise Growth Architect | Professor at Santa Clara University |
Trusted by Micai, Amazon, HP, Wells Fargo, 24 Hour Fitness, Udacity, United Airlines, Intuit & more*