



C A S E S T U D Y

The Revenue Blueprint: Using Customer Journey Mapping to Accelerate B2B Growth

Transforming Fragmented Journeys into a High-Performance Funnel

EXECUTIVE SUMMARY

This white paper explores how **EverTech**, an EdTech company specializing in CX training, used **Customer Journey Mapping (CJM)** to identify revenue leaks, optimize marketing spend, and drive measurable business growth — unlocking **\$211K in annual revenue** with a monthly investment of just \$1,876.

\$211K

Annual Revenue Unlocked

25%

Lead-to-Sales Conversion

1.8%

Click-Through Rate

12.5%

CPM Cost Reduction

THE PROBLEM: WHY MARKETING ALONE ISN'T ENOUGH

In today's competitive digital economy, businesses invest heavily in marketing, sales, and customer experience — yet many still struggle to convert those investments into measurable revenue. The root cause is almost always the same: **a lack of visibility into how customers actually move through the buying journey.**

Without a transparent, data-driven view of customer interactions, companies hemorrhage revenue at every funnel stage — often without knowing where or why.

Common Revenue Killers

- Missed revenue from ineffective engagement strategies
- **High ad spend** with poor ROI and no attribution
- **Low customer lifetime value (CLTV)** from weak retention



- **Inefficient sales conversion** — losing leads at the finish line
- **Omnichannel inconsistency** creating friction and churn
- Suboptimal conversion rates from hidden funnel friction points

EVERTECH'S CHALLENGE: TRAFFIC IN, NO CONVERSIONS OUT

EverTech faced a paradox familiar to many growth-stage companies: **strong top-of-funnel traffic, but a conversion rate that told a very different story**. Despite consistent visitor volume, potential customers were abandoning the journey before purchase — silently costing the business thousands every month.

\$17.6K

Revenue Lost / Month

1.5%

Click-Through Rate

20%

Lead-to-Sales Rate

Low

Post-Purchase Engagement

EverTech recognized that without a **structured, data-driven approach to optimizing the customer journey**, they were leaving significant revenue on the table at every stage of the funnel.

GOALS & OBJECTIVES

EverTech set four clear objectives to close the gap between traffic and revenue — **each tied directly to measurable business outcomes**.

Strategic Objectives

- Identify & fix key revenue leak points in the funnel
- **Improve marketing ROI** through better targeting and attribution
- Enhance post-purchase retention to **grow CLTV**



- Optimize conversion paths with trust-building content and **A/B testing**

THE 4-STEP CUSTOMER JOURNEY MAPPING PLAYBOOK

1

Customer Awareness & Acquisition Optimization

EverTech evaluated every marketing channel for spend efficiency and engagement quality — then made surgical adjustments to reach the right buyers.

- Refined targeting strategies to eliminate wasted impressions
- Reduced CPM from \$2.00 to \$1.75 — expanding reach at lower cost
- Shifted from mass marketing to personalized audience segmentation

2

Engagement & Consideration Optimization

Rather than guessing what content converts, EverTech mapped exactly which assets influenced decision-making — then doubled down on what worked.

- Identified high-impact content: webinars, case studies, free trials
- Improved CTR from 1.5% to 1.8% through compelling ad messaging
- Personalized email and social sequences to keep prospects nurtured

3

Sales Conversion Strategy Improvement

The middle of the funnel was leaking leads due to low trust and unclear value communication. EverTech plugged those leaks with proof-driven content.

- Added ROI case studies, testimonials, and competitor comparisons
- Implemented A/B testing to identify the highest-performing CTAs
- Increased Lead-to-Sales Conversion Rate from 20% to 25%

4

Post-Purchase Retention & Advocacy Enhancement

Revenue doesn't end at the sale. EverTech built a systematic post-purchase experience to turn satisfied customers into long-term advocates.

- Launched a post-purchase email sequence with exclusive content
- Created a loyalty program with discounts and premium training access
- Drove referrals and brand advocacy — increasing repeat business



RESULTS: REVENUE UNLOCKED

By leveraging Customer Journey Mapping as a strategic operating framework, EverTech achieved **significant, measurable revenue growth within a single quarter** — with impact felt across acquisition, conversion, and retention.

 **Lower Customer Acquisition Costs** — CPM reduced from \$2.00 → \$1.75, driving more cost-effective campaigns and a lower blended CPL

 **Higher Lead-to-Sales Conversions** — MQL-to-sales rate increased from 20% → 25%; CTR improved from 1.5% → 1.8%

 **\$211K in Annual Revenue Unlocked** — recovered through optimized conversion paths on a \$1,876/month investment

 **Enhanced Loyalty & Brand Advocacy** — stronger post-purchase engagement reduced churn and created a pipeline of referral-ready advocates

CONCLUSION: FROM DATA TO DOLLARS

EverTech's results prove that **creative assets and ad spend alone are not growth strategies**. What drives impact is the ability to connect every marketing action to revenue — and customer journey mapping is the framework that makes that connection visible.

The future of B2B growth lies at the intersection of data, customer experience, and business intelligence. CJM is the map that gets you there.

Key Outcomes

- **Lower acquisition costs** through optimized targeting
- **Higher conversions** driven by data-backed funnel improvements
- **\$211K in recovered annual revenue**
- Stronger retention and long-term customer advocacy
- **A scalable, repeatable CX framework** for future growth



Franck Ardourel

TESTIMONIAL

"Franck Ardourel brings a rare combination of strategic clarity and executional brilliance. He didn't just optimize our go-to-market strategy — he transformed it. From full-funnel alignment to campaign orchestration, Franck turned marketing into a true revenue engine. His ability to translate data into action and vision into measurable outcomes is nothing short of remarkable."

— Andrea Thompson, Chief Compliance Officer

READY TO UNLOCK YOUR REVENUE POTENTIAL?

Let's map your customer journey and turn revenue leaks into growth — together.

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