



**HOW THE 15TH
FASTEST GROWING
APP OF 2019 SCALED
WITH SALES
FUNNELS**

Who?

AGENT LEGEND

Agent Legend is an American B2B SaaS business, automating Lead Follow Up for Real Estate Professionals.

Listed as the 15th Fastest Growing App of 2019 by Zapier, Agent Legend had grown a solid customer-base from Referrals and a small PPC Adspend on branded keywords.



Why?

LEAD GENERATION

They were keen to build on this solid foundation, grow brand-awareness and increase market share rapidly.

They lacked the in-house Marketing expertise and time to learn how to execute this successfully.

We showed them that 50% of their biggest competitor's traffic was coming from Facebook but when they had tried Facebook Ads in the past, they hadn't managed to convert **any** of the minimal leads they had attracted.



What?

SALES FUNNEL

Plexy built a high-converting Sales Funnel turning Cold traffic into engaged prospects.

We pulled apart their Buyer Personas, and Pain Points to overhaul their Copy, Messaging and Creative.

Combined with Research into their Competitors Strategy and Messaging, we used this to build a high-converting Landing Page, Facebook Ads and Messenger Bot campaign.

How we reduced Agent Legend's Cost Per Lead by 350%...

The winning Ad Structure used a simple **Ebook as a Lead Magnet**.



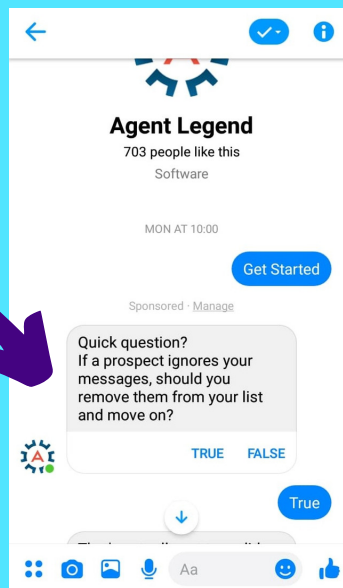
We **tested** hundreds of combinations of Ad Copy, Creative and Audience to find our winning Ad and **reduce CPA by 143%**.

We found the one 'Big-Domino' that, if we could demonstrate, would overcome all objections.



Split-testing this headline alone, **reduced our Cost Per Lead by over 10%**.

Sending traffic into a Messenger Chatbot **reduced our Cost Per Lead by over 200%**.





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