fenris™

Enhancing Lead Quality with Predictive AI

Customer Overview

Advance Client Solutions (ACS) pairs decades of performance marketing and analytics expertise with industry-leading technology to maximize lead outcomes. By starting each partnership with a deep dive into client goals, ACS ensures tailored solutions that connect clients with the most effective lead sources for their unique objectives.
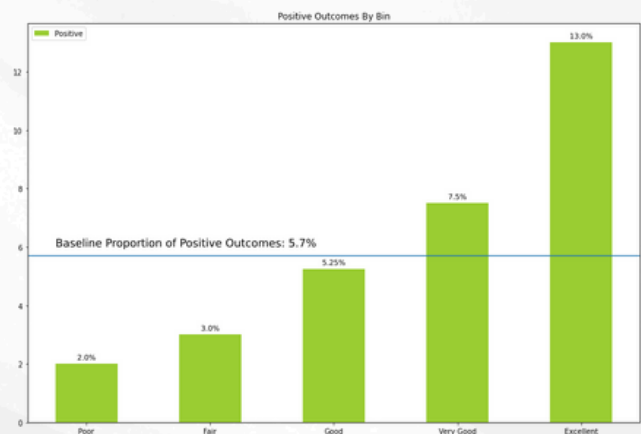
The Challenge

ACS faced an influx of leads that failed to engage, resulting in lower contact rates and diminished client value. To stay competitive and deliver better outcomes, they needed a smarter, faster way to qualify leads and focus efforts on those most likely to respond.

The Impact

- **6x More Likely to Convert:** Top-ranked leads converted at six times the rate of the lowest tier.

- **23% Conversion Lift:** Overall rate improved from 5.7% to 7% by dropping low-performers.

- **Operational Efficiency Gains:** Resources were reallocated toward higher-value prospects, improving client satisfaction and competitive edge.

The Solution: Real-Time Predictions

Fenris' Predictive AI platform was rapidly deployed, moving from initial model to production within weeks. Real-time scoring enabled ACS to prioritize leads by likelihood of contact and conversion. Continuous model retraining ensures the system evolves alongside market changes, maintaining high performance over time.

Positive Outcomes By Bin

Baseline Proportion of Positive Outcomes: 5.7%

Poor 2.0% — Fair 3.0% — Good 5.25% — Very Good 7.5% — Excellent 13.0%

> "ACS has used Fenris's predictive modeling since we began, and it's made a notable difference in our product quality. I've had a wonderful experience working with Fenris—the team is always accessible and easy to work with."
>
> George Hurley, COO | Advance Client Solutions