

Enhancing Lead Quality with Predictive AI



Implementing Fenris' API for real-time data and predictive AI improved lead qualification and contact rates significantly for Advance Client Solutions (ACS)

Customer Overview

Advance Client Solutions (ACS) combines decades of expertise in performance marketing and analytics with industry-leading technology to maximize lead performance. 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.

Challenge

ACS faced a significant challenge with an overwhelming number of leads that did not respond to outreach efforts. This lack of engagement resulted in a diminished value for their clients, who were seeking higher contact rates and better lead quality. The company needed a solution that would improve the effectiveness of their lead generation and ensure that their product outperformed their competition to deliver significant value for their clients.

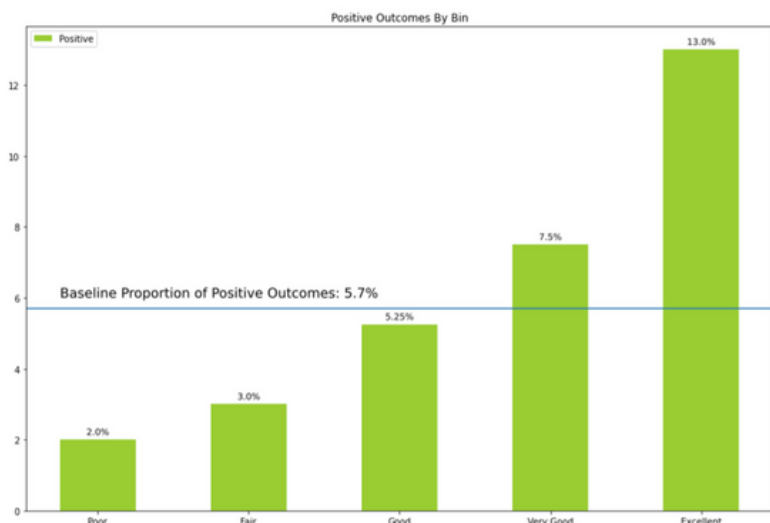
Solution - Real-Time Predictions

Fenris' turn-key Predictive AI platform was applied in real time to refine and qualify leads for optimal outcomes. From initial model to deployment was just a couple of weeks, and retuning can be automatic at regular intervals to avoid degradation over time.

“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 and their team is always accessible and easy to work with.”



George Hurley, COO
Advance Client Solutions



Impact

The Fenris Profile and Contactability Model improved lead qualification and contact rate by identifying leads that were more than 6x likely to convert compared to the worst leads. By dropping the leads in the lowest performing segments, ACS improved their conversion rate from 5.7% to 7% representing a 23% improvement in conversions.

