

Success Story

Velocity Increased Sales Qualified Leads by 550%

Overall Leads by 300% Conversion Rate by 31%

About Velocity

Backed by Peter Thiel's Valar Ventures, Velocity is India's largest revenue-based financing platform. It offers fast, flexible, and non-dilutive growth capital to online business with a healthy revenue stream.

Industry
Financial Services

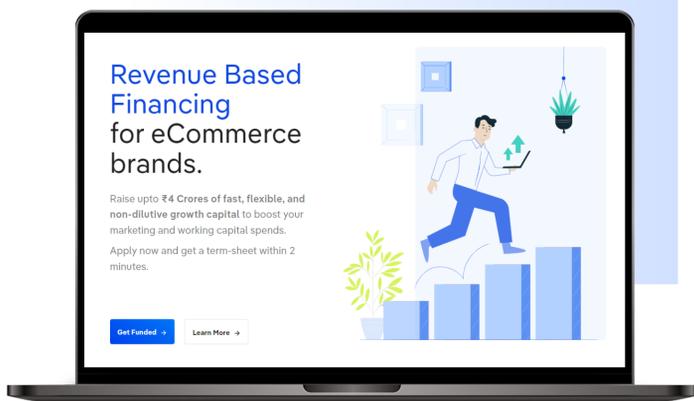
Location
Bengaluru, India

Company Size:
150+

The Challenge

Creating A Predictable Pipeline

Velocity introduced a new financial product in the market. While the product was revolutionary, users needed to be educated and convinced to try it out. The brand wanted to set up an efficient and scalable demand generation engine using digital channels so they could create a predictable pipeline for the business.



Velocity onboarded 91 Ninjas to set up a scalable demand generation engine through the right mix of digital channels

The Impact

Our team did a thorough analysis of the brand and identified multiple advertising touch points resulting in on-point ads and cost-efficient lead acquisition.

We played around and tested a variety of creative and copy combinations to ensure we matched the right message with the right audience. We did A/B testing, regularly kept track of ad performance, and fine-tuned our budget optimization strategy to make sure we hit (and even exceed) our targets.



550%

Increase in SQL



300%

Increase in Leads



31%

Conversion Rate Lift



11x

Increase in Marketing Spends

The Client Testimonial Says It All



It has been a wonderful experience working with the 91Ninjas team! They bring in high-quality thinking, deep marketing knowledge, and perfect execution. With the flexibility they offer, it is more like working with an internal team. Highly recommended!

Abhiroop Medhekar | Co-founder and CEO, Velocity

Powering Marketing For B2B SaaS Globally



If you are looking for B2B marketing experts who can unlock your next phase of growth, hit us up, and we would be happy to get on a call!

Inquiries: hello@91ninjas.com

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