

# EARGO

A direct-to-consumer hearing aid company

**200%** higher sales conversion rate

**50%** lower cost per sale

## Challenge

More than 90% of the leads generated through Eargo's outbound marketing campaigns are disqualified by their sales team, reducing time spent on real opportunities, negatively impacting revenue, and demoralizing the sales team.

## Solution

Using the EyeLevel.ai platform, Eargo's marketing team was able to design, iteratively improve, and integrate automated chats into their outbound marketing campaigns, enabling them to pre-sell and pre-qualify leads before transferring them to sales.

## Results

Leads funneled through the EyeLevel.ai Platform converted into qualified opportunities and sales at up to 200% higher rate versus average. While the cost per lead was higher, the cost per sale was 50% lower versus average. The EyeLevel.ai platform empowered the marketing team to automate some of the qualification and pre-sales responsibilities of the sales team into their outbound marketing efforts. Higher quality leads produced more closed sales opportunities at a lower cost.

