

CASE STUDY: Driving Revenue Growth and Efficiency: Lead Generation for a F&B Manufacturer

CLIENT

A mid-sized **F&B manufacturer** specializing in plant-based products



INDUSTRY

F&B



PRODUCTS

Plant-based products



TARGET GEO

US and Europe



CONTEXT

A mid-sized F&B manufacturer specializing in plant-based products struggled to generate high-quality leads. Their traditional approach was inefficient, leading to long sales cycles and high acquisition costs.

BUSINESS OBJECTIVE

They needed a data-driven, targeted strategy to engage the right decision-makers and improve conversions.

OUTCOMES



45% increase in high-quality leads



25% reduction in lead acquisition costs



30% faster sales cycle

"Cognition Solutions transformed our lead generation approach. In six months, we saw a 45% increase in high-quality leads and a 30% faster sales cycle. Their AI-driven targeting made all the difference." - Chief Marketing Officer, December 2024

OUR SOLUTION

Cognition Solutions implemented an AI-driven lead generation strategy, including:

1. Market Intelligence & Targeting – Identified high-intent buyers, increasing lead relevance by 40%
2. Account-Based Marketing (ABM) – Personalized outreach improved response rates by 35%
3. Automated Lead Nurturing – CRM-driven follow-ups shortened sales cycles by 30%