

## Case Study 1

# CLOUDNOVA TECHNOLOGIES

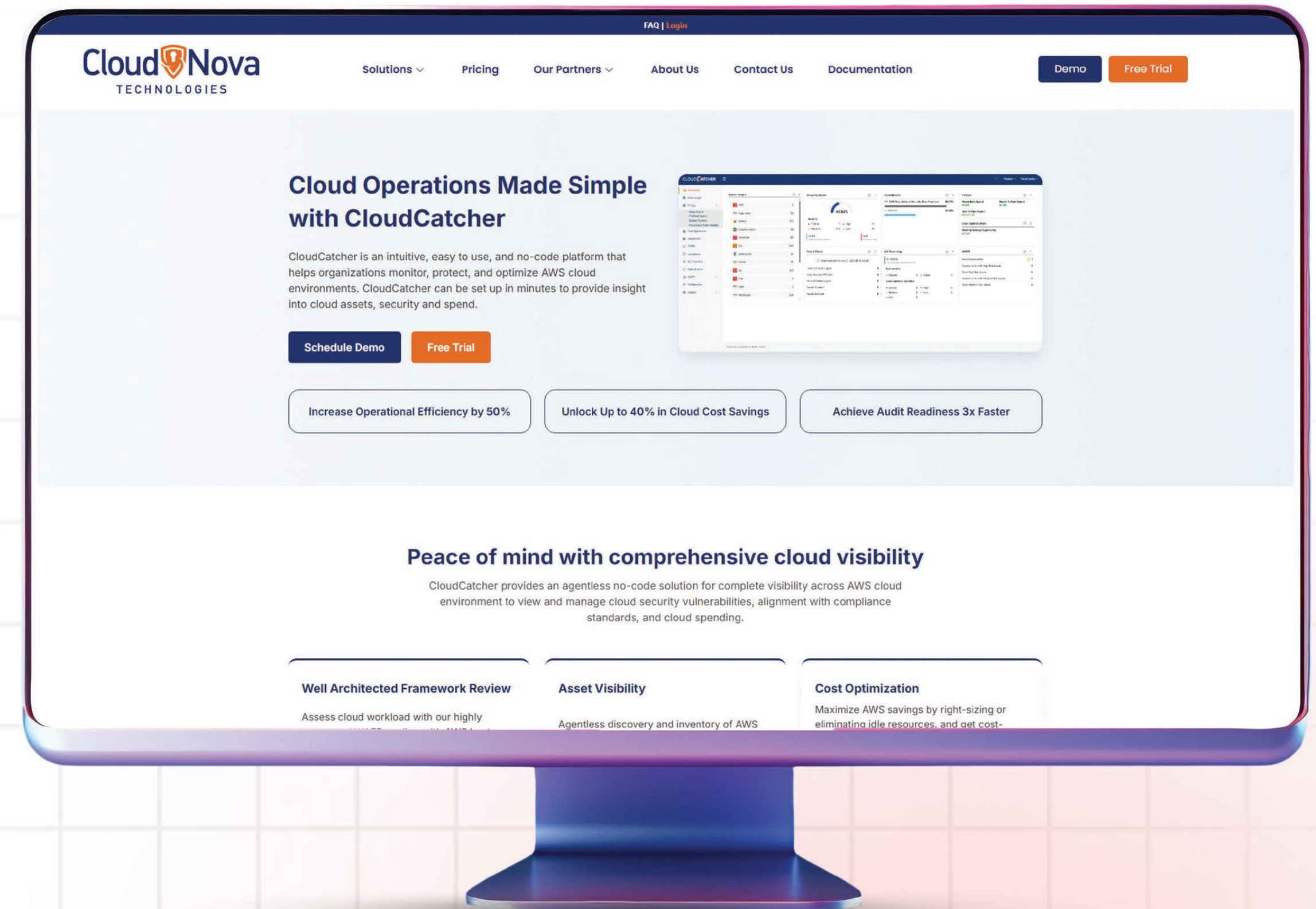
## SaaS Platform

SaaS / Cloud Infrastructure

Austin, Texas

380 Employees

WorksBuddy Lio



CloudNova Technologies, A Fast-Growing SaaS Company Offering Cloud Infrastructure Management Tools, Struggled To Convert Its Large But Disengaged Email Subscriber Base Into Trial Sign-Ups And Paid Customers. By Deploying WorksBuddy LIO's AI-Driven Segmentation And Behavioral Automation Engine, CloudNova Transformed Its Email Marketing Function From A Generic Broadcast Channel Into A Precision Nurture Machine Achieving A 312% Increase In Trial Conversions In Just 90 Days.

# The Challenge

Before Partnering With WorksBuddy, CloudNova's Marketing Team Faced A Trifecta Of Critical Pain Points:

- A **42,000-Subscriber Email List** With A Flat **11.2% Average** Open Rate And **0.9% Click-Through Rate (CTR)**.
- No Behavioral Segmentation All Subscribers Received Identical Email Blasts Regardless Of Their **Funnel Stage, Company Size, Or Product Interest**.
- A **14-Day Free Trial** Sign-Up Rate Of Only **2.1%**, Far Below The Industry Benchmark Of **6–8%** For SaaS Products.
- Manual Campaign Setup Taking **18–22 Hours** Per Campaign Cycle, Blocking The Team From Scaling Outreach.
- Zero Integration Between Their **CRM (HubSpot)** And **Email Platform**, Causing Duplicate Sends And **Data Conflicts**.

We Had A Massive Email List And Almost No Idea What To Do With It. Every Campaign Felt Like Shouting Into The Void The Numbers Never Moved.

Sarah Kimball

VP Of Marketing, CloudNova Technologies

# The WorksBuddy LIO Implementation

## Phase 1: Audience Intelligence & List Health (Weeks 1-2)

WorksBuddy Lio's Smart List Analyzer conducted a full hygiene audit of CloudNova's 42,000-subscriber list, removing 6,200 invalid or dormant addresses and re-classifying the remaining contacts into five behavioral segments:

- **Active Evaluators** - recently opened 3+ emails and visited the pricing page.
- **Cold Prospects** - no engagement in 90+ days, requiring re-engagement campaigns.
- **Trial Ghosts** - signed up for a free trial but never activated the product.
- **Power Users** - existing paid customers eligible for upsell sequences.
- **Newsletter Readers** - top-of-funnel content engagers not yet product-aware.

MAIN MENU

Dashboard

Lead Management

Customer Management

Sales Pipeline

ADMINISTRATION

User & Role Management

Settings

Data Management

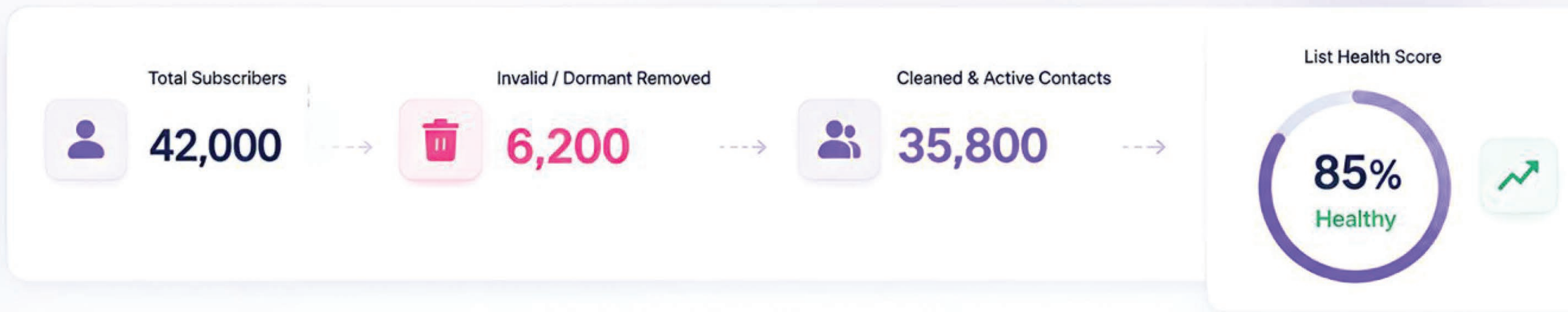
Logout

CRM Dashboard

Dashboard >> CRM Dashboard

Date Range

Team/Owner



Segment Overview

Audience re-classified into 5 behavioral segments



**Deal Moved Out of Pipeline**  
Just now

ACME Logistics deal has been moved out of the pipeline.

The deal pipeline diagram shows the following stages and counts:

- New Leads: 12
- Qualification: 8
- Proposal: 5
- Lost / Moved Out: 1

Buttons: Dismiss, View Deal

## Phase 2: Behavioral Trigger Automation (Weeks 3-4)

LIO's automation workflow builder was configured to fire personalized email sequences based on real-time behavioral signals from CloudNova's website and product portal:

The screenshot displays the LEO automation workflow builder interface. It features a main menu on the left with sections for Dashboard, Lead Management, Customer Management, Sales Pipeline, Administration, and Data Management. The main content area shows three automation flows:

- 1. Demo Page Viewed**: Trigger: Viewed product demo page without converting. Automation flow includes 5 emails: Email 1 (Intro & Value Highlight), Email 2 (Use Case Spotlight), Email 3 (Customer Success Story), Email 4 (Overcoming Objections), and Email 5 (Final CTA & Next Step). Flow goal: Convert demo viewers.
- 2. Trial Ghost Reactivation**: Trigger: Free trial started but no product activation. Automation flow includes 3 emails: Email 1 (Check-in & Help Them Start) at Day 2, Email 2 (How Others Get Value Fast) at Day 5, and Email 3 (Don't Miss Out - Your Trial Awaits) at Day 10. Flow goal: Reactivate trial users and.
- 3. Power User Upsell**: Trigger: Reached 85% of current plan usage limit. Automation flow includes 3 emails: Email 1 (You're Getting the Most Out of CloudNova!), Email 2 (Unlock More. Achieve More.), and Email 3 (Avoid Interruptions - Upgrade Now). Flow goal: Upsell to higher-tier plans.

A lead notification popup is visible on the right, stating: "Lead Notification Just now. New lead received from ACME Logistics. John Smith • john.smith@acmelogistics.com • +1 (555) 123-4567".

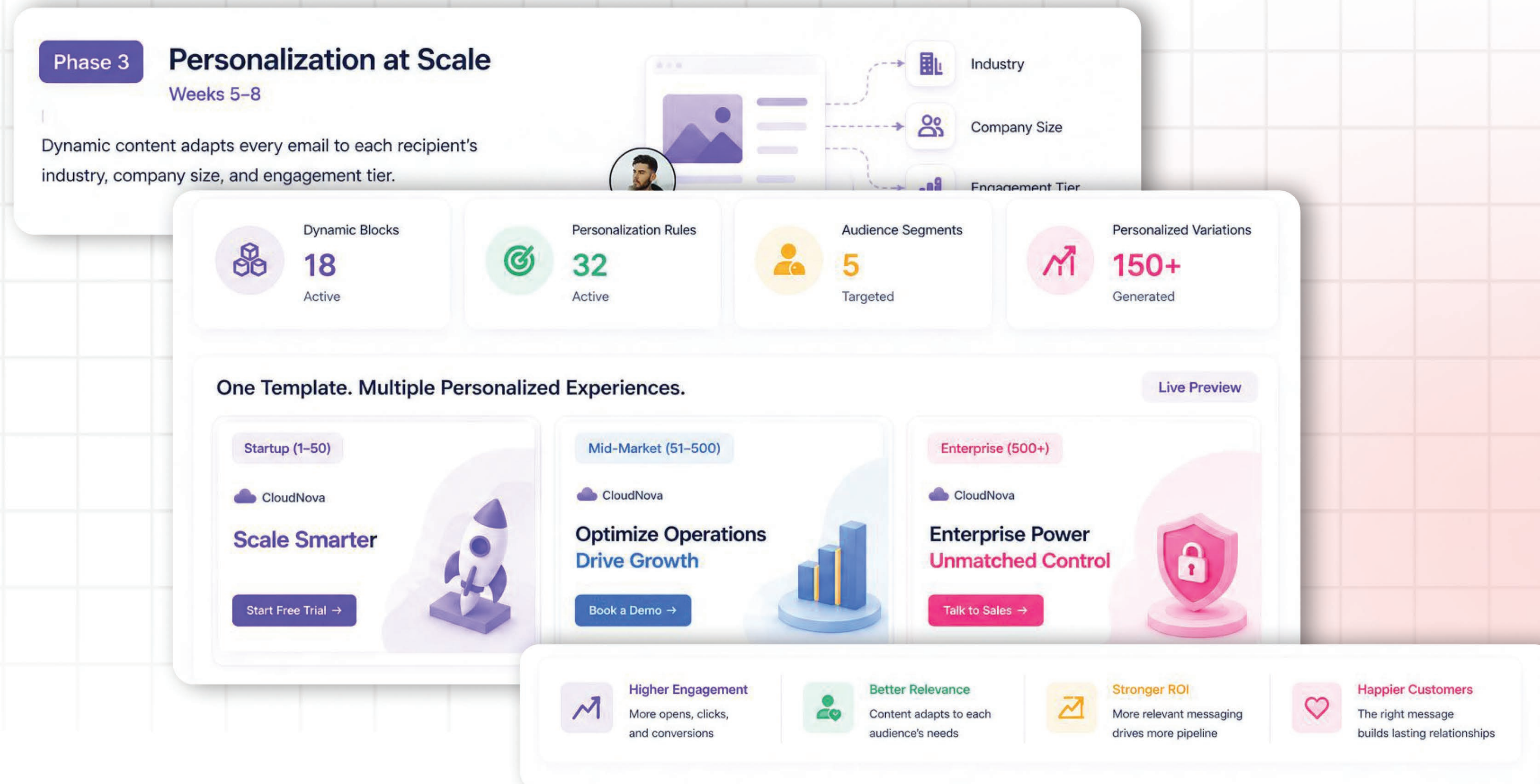
At the bottom, a summary bar shows the following metrics:

- 12,560 Automated Emails Sent (This Period)
- 48.7% Average Open Rate
- 13.9% Average CTR
- 3.6x More Conversions

- A 5-email nurture sequence triggered when a prospect viewed the product demo page without converting.
- A 3-email reactivation series for Trial Ghosts, timed at Day 2, Day 5, and Day 10 post-trial-start.
- An upsell drip triggered when Power Users reached 85% of their current plan's usage limits.

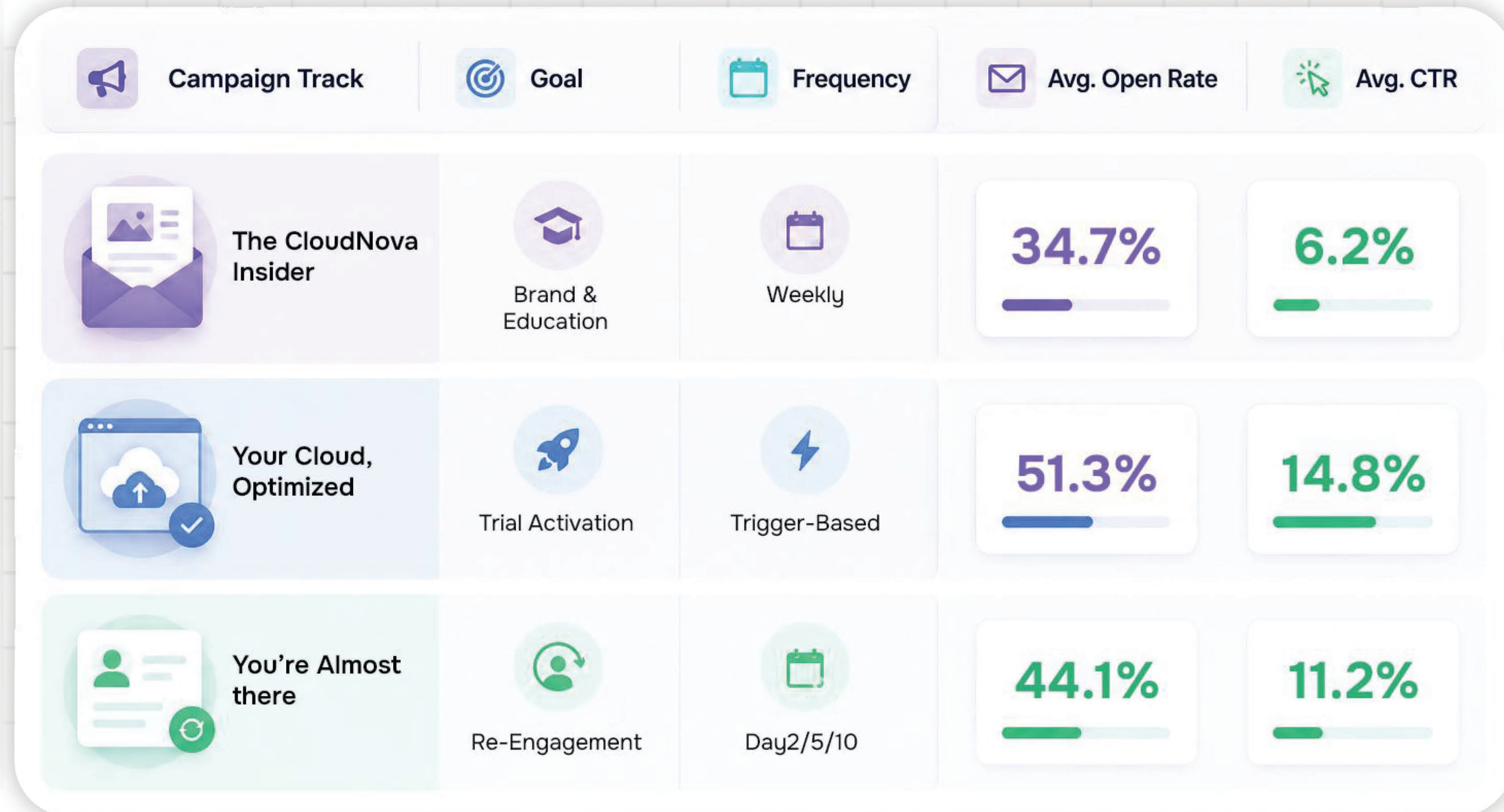
## Phase 3: Personalization At Scale (Weeks 5-8)

LIO's dynamic content blocks allowed **CloudNova** to send emails that automatically adjusted subject lines, hero copy, and CTAs based on each recipient's industry vertical, company size, and engagement tier. A single campaign template would render differently for a **10-person startup** vs. a **500-person enterprise**.



# Campaign Strategy

The Core Email Strategy Was Built Around Three Pillars: Educate, Engage, And Convert A Framework WorksBuddy LIO Operationalized Through Three Campaign Tracks Running Simultaneously.



# Key Results & Performance

After 90 Days Of Lio-Powered Campaigns, CloudNova Reported The Following Improvements:



**34.7%**

Average Email Open Rate  
(vs. 11.2% baseline)



**+312%**

Free Trial Sign-Up  
Conversions





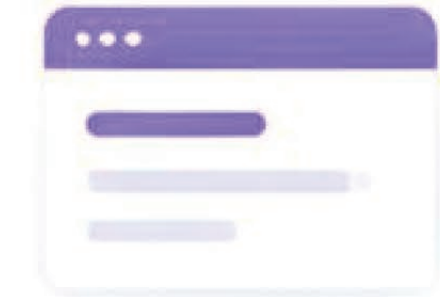
**14.8%**

Click-Through Rate  
(vs. 0.9% baseline)



**74%**

Reduction in Manual Campaign  
Setup Time



- MQL-To-SQL Pipeline Velocity Improved By 41%, Attributed To Better-Qualified Leads Entering Sales From Nurtured Email Paths.
- Trial Ghost Reactivation Campaign Recovered 890 Dormant Trials, Generating An Additional \$68,000 In ARR.
- CRM-Email Sync Via LIO's HubSpot Integration Eliminated 1,400+ Duplicate Email Sends Per Month.

# Business Impact

Within The First Quarter Of Deployment, CloudNova's Email Channel Moved From A Cost Center To The Company's #1 Pipeline Source Contributing 38% Of All New Trial Sign-Ups. The Marketing Team, Previously Bottlenecked By Manual Processes, Redirected Over 60 Hours Per Month To Creative Strategy And A/B Test Design.

**WorksBuddy LIO** Didn't Just Improve Our Open Rates It Rebuilt Our Entire Relationship With Our Audience. Our Email List Now Behaves Like A True Revenue Engine.

**Sarah Kimball,**

VP Of Marketing, CloudNova Technologies

