

CASE STUDY · B2C LEAD GENERATION

ZERO TO *\$60,000* A MONTH.

MONTHLY REVENUE GENERATED · ORGANIC TO PAID
STILL RUNNING

WE STARTED WITH TWO AGENTS, A PHONE LIST, AND NO AD BUDGET.

THE PIPELINE IS STILL RUNNING TODAY.

THE BRIEF

WHAT THEY HAD. WHAT THEY NEEDED.

The product was solid. The pipeline was not.

01 NO LEAD GENERATION SYSTEM

The client had the ticketing infrastructure, the pricing, and the routes. What they did not have was **a repeatable process for finding customers and converting them**. Revenue was inconsistent and largely word-of-mouth.

02 NO BUDGET FOR PAID ADVERTISING YET

At the start of the engagement, there was no paid media budget. Any strategy had to **prove itself through organic outreach** before the business would commit to PPC spend.

03 NO UNDERSTANDING OF THEIR BEST CUSTOMER PROFILE

The client knew which routes they operated. They did not know which geographies, demographics, or customer types converted best. **That data did not exist**. We had two agents and a phone list to build it from scratch.

PHASE 1 · MONTHS 1 TO 6 · ORGANIC ONLY

DATA. DIALS.

A REPEATABLE ENGINE.

No ads. No budget. Just two agents, a phone list, and a market nobody had mapped yet.

MONTH 1 · TWO AGENTS, ONE ICP

Discovery only. No ad spend, no revenue yet. Every call built an **ICP that didn't exist on day one**.

MONTHS 2 TO 3 · SAME TEAM, SHARPER PROCESS

The same two agents refined regional scripts and grew output as the ICP sharpened. No new hires yet, just **a better process on the same desk**.

MONTHS 4 TO 6 · HIRING TO THE CEILING

Two hires in Month 4 ramped in below veteran output, then matched it by Month 5 at full output. Two more joined in Month 6, and revenue kept growing, but **per-agent output slipped for the first time**. That dip was the early signal that outbound calling alone wouldn't scale forever.

\$7K

Revenue by Month 3. Same two agents, refined process, zero ad spend.

\$20.4K

Revenue by Month 6. Six agents, same lead pool. Per-agent output plateaued at \$3.4K, the first dip since Month 4.

AT MONTH 6, *WE WENT PAID-LEAD.*

Six agents had just posted the first dip in per-agent output, an early signal that outbound calling was nearing its limits. At Month 6, paid replaced manual outreach as the primary lead source, before organic could hit a harder wall.

CHANNEL · ADDED MONTH 6 PPC	MONTH 12 · YEAR 1 CLOSE PAID-LED TOTAL
CPL: 1,500 PKR ≈ \$5.40 at ~278 PKR/USD Keywords: High-intent booking terms, geo- targeted Team scaled: 6 → 10 agents by Month 12	Revenue, paid-led: \$45K/mo Agents on the floor: 10 Revenue per agent: \$4.5K vs \$3.5K organic peak

29%

Agent-assisted close rate on inbound PPC leads. Every lead was routed to a trained agent within minutes of showing interest. The agent closed the sale, and the client's system issued the ticket. **The same handoff still runs today.**

THE RESULTS

THE NUMBERS, STRAIGHT.

Discovery to paid-led. Month 1 to today.

MONTHLY REVENUE · CURRENT \$0 · Month 1 \$60K–70K Per month, steady state, paid-led	PPC COST PER LEAD Organic phase: no CPL 1,500 PKR ≈ \$5.40 approx., a single point in time, not held steady over years
TEAM SIZE 2 agents · prelaunch 15 Agents on the floor today, up from 2 at launch	CAMPAIGN ROAS N/A · organic only 6.5x Return on ad spend, PPC channel only

Definitions. Revenue: gross revenue generated through the pipeline, not net of agency fees. Close rate: 29% of inbound PPC leads worked by agents, not all leads. Organic: manual outbound dialing. Paid: PPC (Google Ads). "Transitioned": organic was replaced by paid as the primary lead source, not added on top.

CAMPAIGN TIMELINE

MONTH 1 TO TODAY.

Revenue per agent tells the real story: a ceiling in Month 6, then a clear lift once paid leads took over.

MILESTONE	TIMEFRAME	TEAM	REVENUE	REV / AGENT
Market discovery	Month 1	2 agents	\$0	\$0
First structure, follow-ups closing	Month 2	2 agents	\$4.4K	\$2.2K
Repeatable engine	Month 3	2 agents	\$7K	\$3.5K
First hires, ramping	Month 4	4 agents	\$11.2K	\$2.8K
New hires at full output	Month 5	4 agents	\$14K	\$3.5K
Organic ceiling reached	Month 6	6 agents	\$20.4K	\$3.4K
Transitioned to paid-led	Month 6	6 agents	—	—
Year 1 close, paid-led	Month 12	10 agents	\$45K	\$4.5K ↑
Current steady state	Today	15 agents	\$60K–70K/mo	~\$4.3K

STILL RUNNING

MOST CAMPAIGNS DIE AT MONTH 3.

THIS ONE DIDN'T.

We didn't just generate leads. We built a system that kept generating them, then replaced a capped manual pipeline with a scalable paid-led one once the proof was there.

If your pipeline is inconsistent, it's a system problem. We build systems.

LET'S TALK

ASJAD TUGHLAQ

Free 30-minute pipeline audit · No pitch · Just an honest look at where your leads are coming from.