

AI VOICE AGENT · B2B SAAS LEAD GENERATION

From ₹417 to ₹123 per lead, and 3× more sales a month

Paid acquisition turnaround · **December 2025 – March 2026**

PERIOD

Dec 2025 – Mar 2026

FUNNEL

Lead → Demo → Sale

SALES EXPENSE (ASSUMED)

₹3,50,000 / month

COST PER LEAD

-70.4%

DEC '25

₹417

→

MAR '26

₹123

CUSTOMER ACQ. COST

-69.6%

DEC '25

₹2.11L

→

MAR '26

₹64.3K

SALES / MONTH

+200%

DEC '25

2

→

MAR '26

6

DEMO → SALE RATE

+6.5 pts

DEC '25

7.4%

→

MAR '26

14.0%

969

LEADS

135

DEMOS

21

SALES

₹13.04L

REVENUE

6.6×

REVENUE / AD SPEND

STARTING POINT · DEC '25

₹72,898 ad spend delivered **175 leads**, 27 demos and only **2 sales** — ₹1.14L in revenue at a CAC of ₹2.11L.

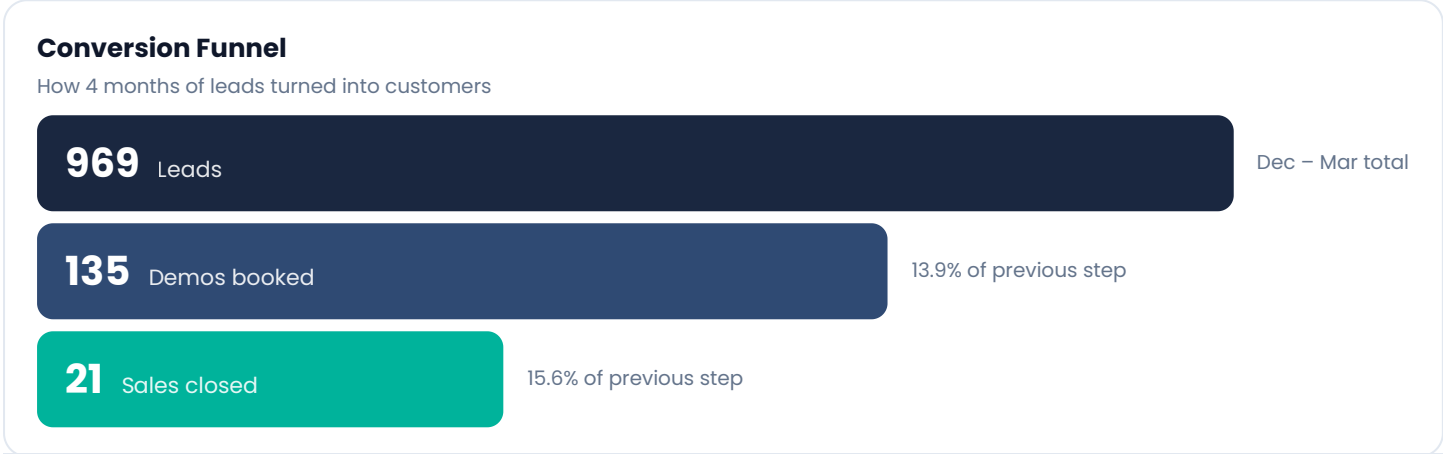
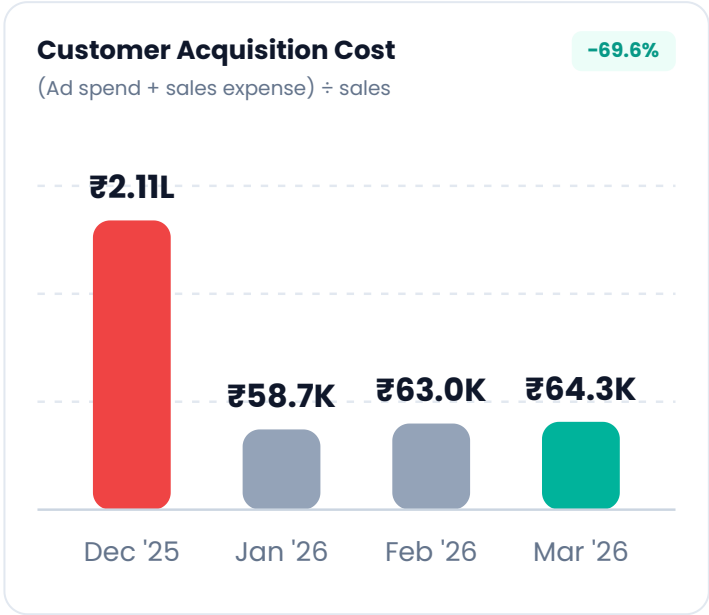
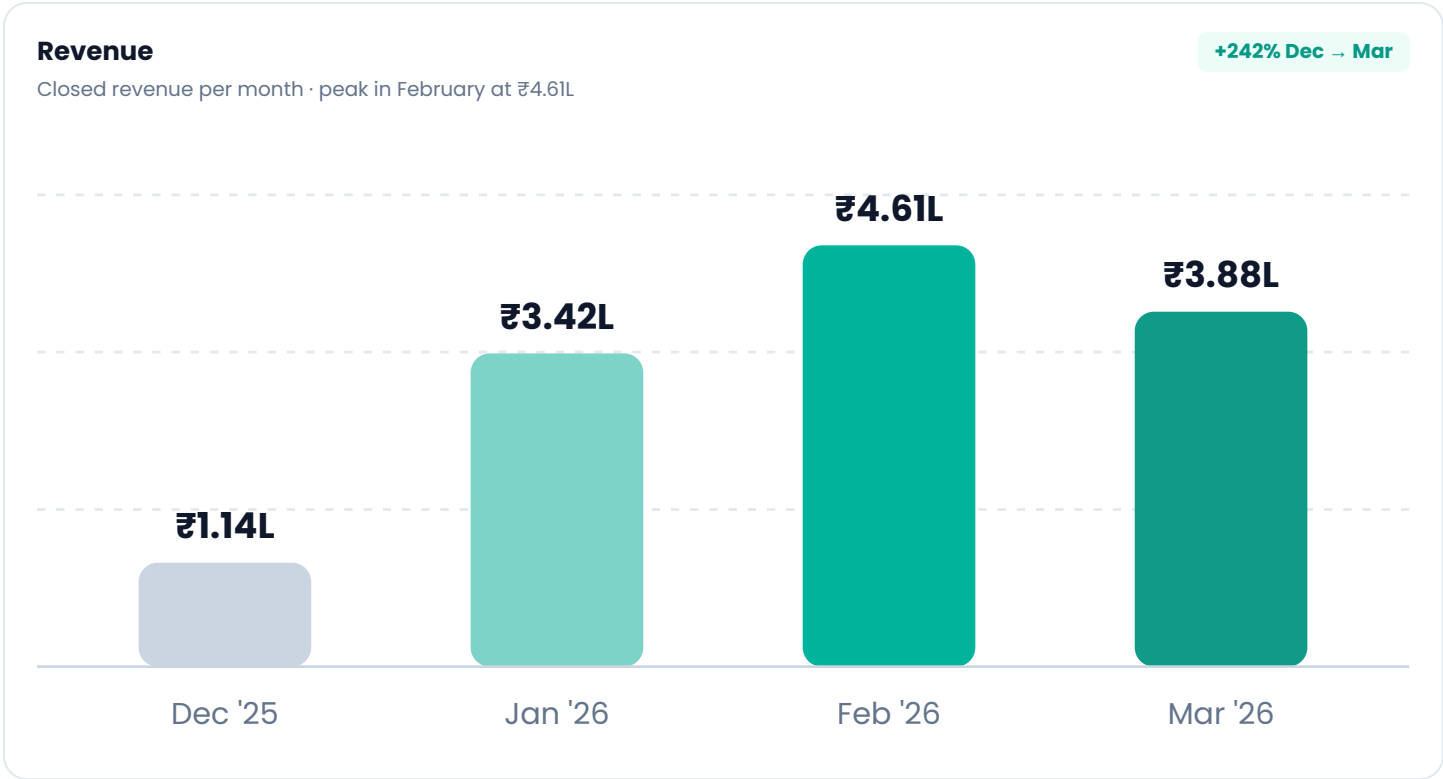
WHERE IT LANDED · MAR '26

₹35,844 ad spend delivered **291 leads**, 43 demos and **6 sales** — ₹3.88L in revenue at a CAC of ₹64.3K.

Four-month totals. Ad spend fell 51% from December to March while monthly leads rose 66%.

Month-on-Month Performance

Every efficiency metric improved while ad spend was cut roughly in half.



Monthly Numbers at a Glance

CPL = Ad spend ÷ Leads · CAC = (Ad spend + ₹3,50,000 sales expense) ÷ Sales · Sale % = Sales ÷ Demos

MONTH	LEADS	AD SPEND	CPL	DEMOS	DEMO %	SALES	SALE %	REVENUE	CAC
Dec '25	175	₹72,898	₹417	27	15.4%	2	7.4%	₹1,13,500	₹2,11,449
Jan '26	316	₹60,675	₹192	40	12.7%	7	17.5%	₹3,42,500	₹58,668
Feb '26	187	₹27,978	₹150	25	13.4%	6	24.0%	₹4,60,500	₹62,996
Mar '26	291	₹35,844	₹123	43	14.8%	6	14.0%	₹3,88,000	₹64,307
Total	969	₹1,97,395	₹204	135	13.9%	21	15.6%	₹13,04,500	₹76,066

Key Takeaways

What the four months show

01 Lead cost fell 70%

CPL dropped from ₹417 in December to ₹123 in March, with March delivering 66% more leads on half the ad spend.

02 CAC down by two-thirds

Acquisition cost fell from ₹2.11L to ₹64.3K per customer, driven by more closed sales on lower ad spend.

03 February was the best month

Highest demo-to-sale rate (24%) and highest revenue (₹4.61L) from just ₹27,978 in ad spend.

04 January was the volume peak

316 leads and 40 demos booked — the strongest top-of-funnel month in the period.

! Watch: average deal value

Revenue per sale dipped in March to ₹64.7K from ₹76.8K in February — worth tracking alongside volume.

Half the ad spend.
3× the sales. 70% cheaper leads.

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