

CASE STUDY

Dialing in Hiya's B2B Lead Generation with a 81%+ SAL Rate

1,107

MQLs Generated

81%

Sales-Accepted Lead Rate

\$189

Avg. Cost per Acquisition

About Hiya

Hiya makes a caller ID app that identifies unknown numbers and blocks scam and spam calls, helping users worldwide avoid unwanted calls.

The Problem

Hiya came to 97th Floor as a startup shortly after they had received series A funding. While Hiya had a stronghold in the consumer market, they needed help developing a lead generation strategy for their new B2B product offering.

The Strategy

97th Floor's initial audit found Hiya's LinkedIn campaigns blended job-title and company-based targeting, so ads couldn't speak to any one persona and got lost in the noise. We took these actions:

1. Restructured campaigns into industry-specific audiences: Finance, Insurance, Healthcare, Delivery Services, Real Estate, and Retail.
2. Built new content and refined job titles for each persona's pain points.
3. Used CRM data to identify high-converting company types and shifted spend accordingly.
4. A/B tested design and copy for the best-performing approach.

Results

At launch, Zodiac ads used just 4.1% of the Facebook budget but drove 42.5% of EOS' total purchases through Facebook—the highest purchase volume and ROAS of any ad type. They also generated 22.9% of Facebook comments and 10.1% of shares, prompting increased budget allocation.

