

Unlocking Revenue Growth via AWS-Powered AI Prototyping and Data Transformation

Client Overview

- **Industry:** B2B SaaS (Customer Success Platform)
- **Revenue:** \$25 million
- **Employees:** 120
- **Strategic Goal:** Double ARR in 18 months through precision in customer segmentation and upsell targeting

Business Challenges

- Disparate customer data spread across HubSpot, Salesforce, and product analytics tools
- Low conversion on upsell initiatives driven by generalized messaging
- Limited internal capabilities in AI, data science, and infrastructure orchestration

Engagement Summary

LJA New Media led an AWS-native Data Modernization & AI Activation engagement. Scope included:

- Unified data ingestion and transformation via AWS Glue + Amazon Redshift
- End-to-end customer data pipeline harmonization
- Rapid AI prototyping for churn prediction, upsell scoring, and segmentation using Amazon SageMaker
- Real-time KPI visualization through Amazon QuickSight dashboards
- API-based activation into HubSpot and custom AWS Lambda event triggers

Approach & Solution Framework

1. Discovery & Infrastructure Audit

- Conducted a 2-week sprint to evaluate client's existing tools (HubSpot, Mixpanel, Stripe, Salesforce)
- Mapped current data flows, identifying silos and inconsistencies (e.g., lack of time-series alignment and schema drift)
- Assessed technical debt and AWS compatibility across systems

2. AWS-Based Data Transformation Pipeline

- Replaced legacy ETL tools with AWS Glue to automate ingest, clean, and standardize data
- Consolidated all sources into a centralized Amazon Redshift data warehouse
- Applied AWS Glue DataBrew to normalize and deduplicate customer records
- Implemented data lineage tracking to ensure governance and audit-readiness

3. AI Prototyping with Amazon SageMaker

- **Churn Model:** Built a Random Forest model in SageMaker using 18 months of customer lifecycle data to predict churn risk with 87% accuracy
- **Upsell Propensity:** Trained a logistic regression model correlating product usage and support ticket metadata to identify 3X upsell-ready segments
- **Customer Clustering:** Leveraged unsupervised learning (K-Means in SageMaker) to group customers by behavioral, industry, and value dimensions

4. Insight Activation & GTM Integration

- Embedded predictions into HubSpot workflows via AWS API Gateway + Lambda integration
- Triggered automated nurture campaigns and customer success playbooks
 - *Churn-prone clients* → Proactive CS interventions
 - *Upsell-ready segments* → Dynamic ad retargeting and personalized outreach
- Built an Amazon QuickSight dashboard to visualize lead velocity, customer health scores, and campaign performance

Quantifiable Results (Within 90 Days)

Metric	Before	After	% Change
Churn Rate (Quarterly)	12.40%	8.20%	↓ 33%
Email Upsell CTR	3.20%	6.80%	↑ 112%
Lead-to-Close Time	29 days	17 days	↓ 41%
Sales Attribution Clarity	Fragmented	Unified	—
ROI (Annualized)	—	6.2x	—

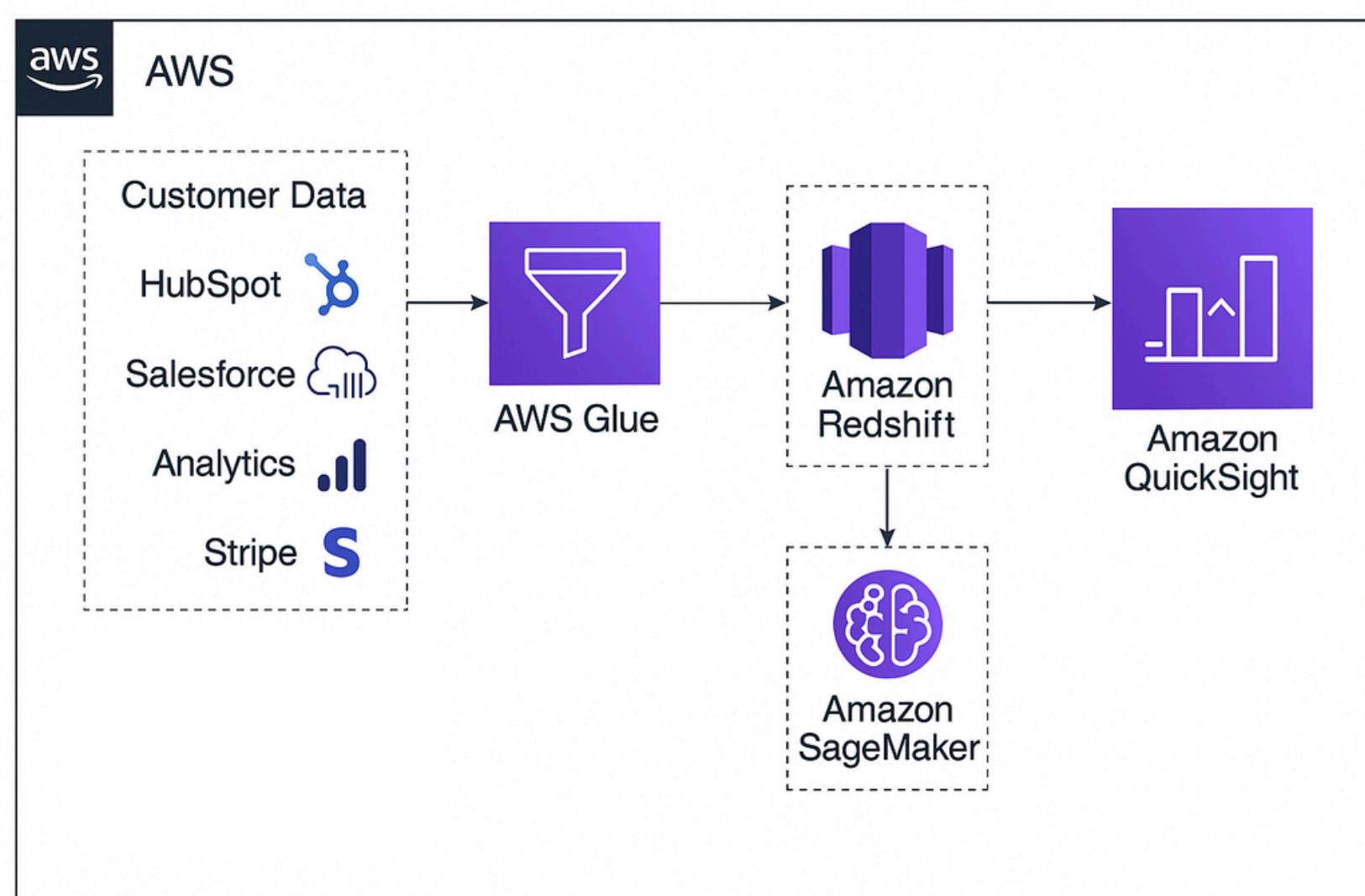
Success Enablers

- **AWS-First Architecture:** Leveraged scalable, pay-as-you-grow infrastructure with low operational overhead
- **Rapid Prototyping via SageMaker:** Delivered MVP models in under 3 weeks, fueling quick executive wins
- **Data Unification Without Rip-and-Replace:** Preserved existing tools like HubSpot while modernizing backend stack
- **Strategic AI, Not Just Models:** LJA translated technical output into GTM campaigns and pipeline acceleration

Strategic Relevance

For mid-market firms lacking internal AI talent but rich in customer data, LJA New Media’s AWS-native “Prototype-to-Impact” model unlocks value fast.

“From fragmented SaaS data to intelligent revenue orchestration—in under 90 days.”



**Ready to transform your business with AI-driven solutions?
Contact LJA New Media today to schedule a discovery call
and explore how our AI Solutions can propel your business to
new heights.**