

Case Study B2B Cloud Infra Monitoring Company: Unlocking \$3 M in New ARR with AI-Driven ICP & Operational Models on AWS

Client Overview

- **Industry:** B2B SaaS - Cloud infrastructure monitoring
- **Scale:** ~150 employees • \$22 M ARR • North America & EMEA go-to-market
- **Prior Stack:** HubSpot CRM, Snowflake data mart, siloed product-usage logs
- **Key Metric:** at Risk SQL-to-win rate stalled at 22%, slowing growth

The Problem

Although CloudFleet generated 4 000+ net new SQLs per quarter, its revenue curve flattened. Analysis showed that:

- Marketing targeted a broad mix of accounts; only ~30% fit the high-LTV profile.
- Sales wasted 500+ hours/quarter chasing low-propensity leads.
- No closed-loop intelligence fed wins/losses back into campaign segmentation.

Leadership asked LJA New Media to apply our AI-Driven Revenue Intelligence & ICP Modeling methodology to focus resources on the customers most likely to convert and expand.

Approach & Solution Framework

Phase 1. Data Foundation (2 weeks)

- AWS Glue crawlers ingested HubSpot, billing, and Snowflake tables into Amazon S3.
- AWS Lambda jobs standardized 18 M rows of historical opportunity and usage data.

Phase 2. ICP & Propensity Modeling (3 weeks)

- Amazon SageMaker Autopilot auto-trained 154 candidate models, selecting an XGBoost classifier that predicted 16-week conversion with AUC 0.91.
- K-means clustering (also in SageMaker) revealed three high-value segments—“Cloud-Native Scale-Ups,” “Hybrid Ops Teams,” and “Enterprise Trials.”

Phase 3. Real-Time Revenue Ops (2 weeks)

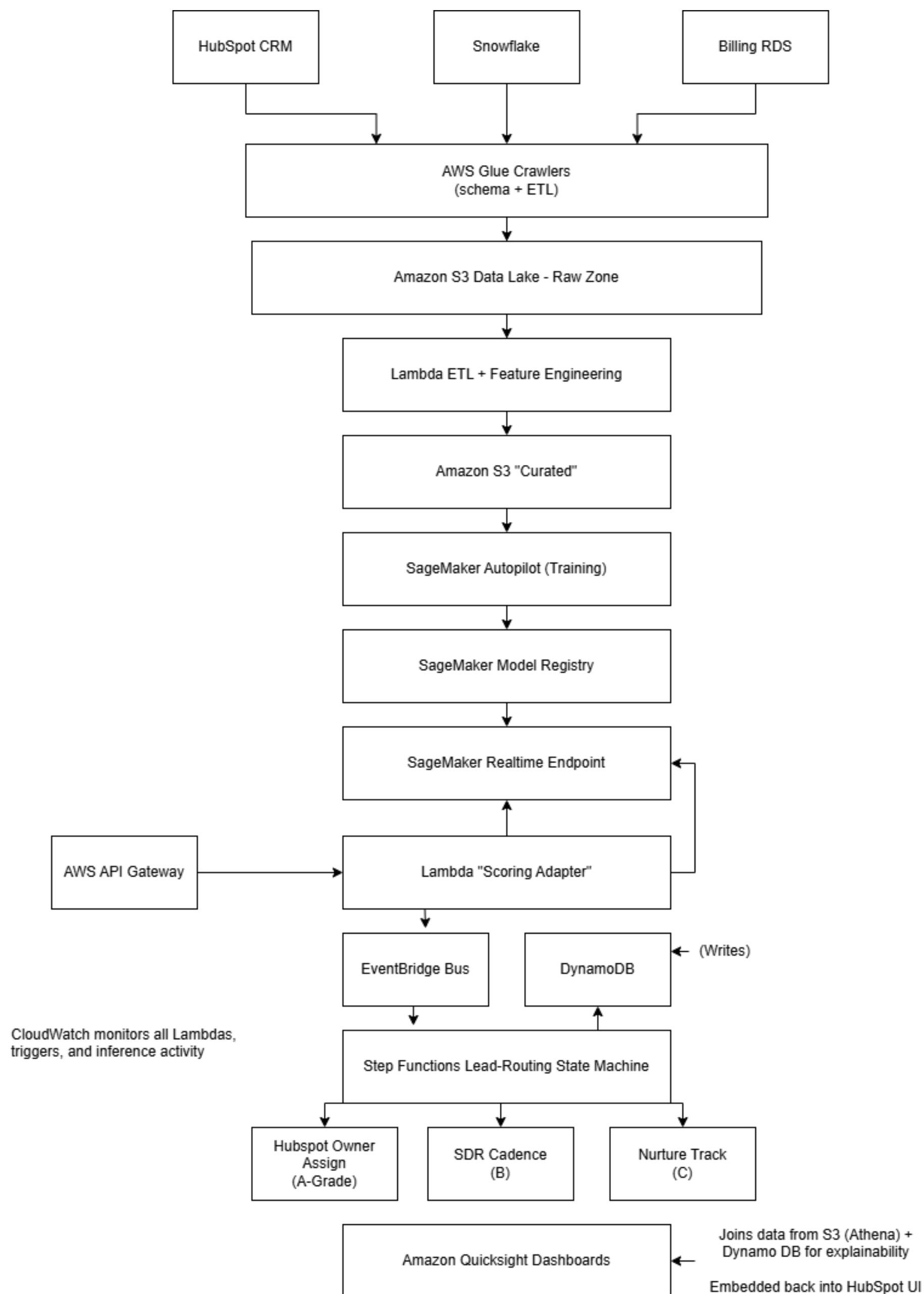
- A serverless scoring API (API Gateway → Lambda → SageMaker endpoint) returned ICP scores < 120 ms.
- AWS Step Functions & EventBridge routed A-grade leads to Enterprise AEs, B-grade to SDR cadences, C-grade to nurture tracks.
- DynamoDB stored model explanations for rep coaching.

Phase 4. Executive Insight Layer (1 week)

- Amazon QuickSight dashboards delivered cohort-level CAC, payback, and pipeline-velocity views with no additional license cost or servers to manage.
- Embedded dashboards inside HubSpot let reps see propensity and next-best-action inline.

Quantifiable Results (After 3 months)

Metric	Before Program	After 90 Days	Change / Impact
SQL → Win Rate	22%	38%	▲ 73 %
Average Deal Size	—	—	▲ 18 %
Sales-Cycle Length	74 days	49 days	▼ 34 %
Marketing CAC	—	—	▼ 27 %
New ARR Attributed	—	—	+\$3.1 M



Strategic Learnings

- **Precision > Volume** - Focusing on the highest-fidelity ICP segments required 40% fewer outbound touches yet generated more revenue.
- **Serverless = Speed** - Leveraging AWS managed services let the client onboard in under six weeks without provisioning a single new VM.
- **Explainability Drives Adoption** - Surfacing feature-importance insights in QuickSight built rep confidence and sustained model usage.
- **Pilot-First Lowers Risk** - A contained 90-day pilot created quick wins, internal momentum, and paved the way for a multi-year managed-services contract.

Strategic Relevance

Mid-market firms don't need a "rip-and-replace" data overhaul to monetize AI. Embedding an AWS-native intelligence layer at the highest-friction point—lead prioritization and routing—can unlock millions in revenue fast.

The Client has green-lit a Phase 2 roadmap to:

1. Predict expansion propensity using product-telemetry signals.
2. Automate price-optimization experiments via Amazon SageMaker Canvas.
3. Embed QuickSight dashboards in the customer portal for self-service ROI reporting.

**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.**