

## Case Study

# Development of an AI-powered Marketing Automation Platform

To enable lower acquisition costs, higher conversion rates and compliant client intake



## PROJECT OVERVIEW

A US-based AdTech company specializing in performance marketing was struggling with a slow and siloed manual client acquisition process. Their campaigns focused on clicks, not on Cost Per Acquisition (CPA), so results never matched the ad spend. They brought in Rishabh Software to fix it. We proposed building an AI marketing automation platform, backed by our AI/ML Development Services. It would optimize for Cost Per Acquisition (CPA), eliminate tool fragmentation, and deliver 24/7 automated intake and conversion. [AI/ML Development Services](#) - Rishabh Software As an AI and ML development company, we build intelligent solutions. Our AI/ML development services help transform and innovate your business operations.



Capability

AI/ML Engineering &  
Intelligent Automation



Industry

AdTech



Country

United States

## KEY FEATURES

The client's key objectives included 24/7 automated acquisition with compliance, a unified platform for marketing to conversion, reduced agency dependency, and improved ROI through revenue-focused outcomes. To achieve these goals, we built a unified marketing automation platform tailored to AdTech performance and compliance requirements.

### Multi-Agent AI Orchestration

Hamessing our [AI Agent Development Services](#), we built multi-agent AI that autonomously manages campaign launch, optimization, scaling, and budget allocation across Google, TikTok and Meta. It employs human checkpoints for branding and compliance.

### 24/7 Real-Time AI Intake Engine

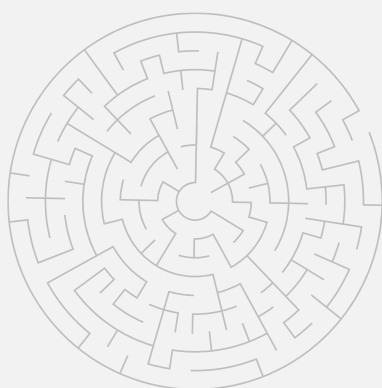
Drawing on our experience in real-time AI systems, we implemented voice-first and chat-based qualification that runs 24/7. This completely eliminated missed opportunities due to after-hours silence.

### Streamlined Single Signing Experience

Using our [Angular development services](#), we created a simple one-click process that bundles onboarding documents and completes the signature in a single step. This significantly reduced drop-offs and accelerated the path from lead to onboarded client.

### Automated Compliance Validation Layer

The engineers built a real-time rule engine that automatically checks and enforces GDPR, CCPA, and major ad platform policies to deliver peace of mind without manual reviews.



## CHALLENGES

- Campaigns were optimized for vanity metrics like clicks and impressions instead of actual acquired clients, resulting in poor ROI visibility.
- Fragmented tools and agency ecosystem led to high acquisition costs and considerable lead leakage.
- Campaign managers spent excessive time on ad operations, follow-ups, and documentation instead of strategic work.
- Manual compliance checks significantly increased the risk of violating GDPR, CCPA, and ad platform policies.
- Lack of end-to-end tracking and scalability required linear increases in manpower for growth.

## SOLUTION

To address these challenges, we built an **AI powered marketing automation platform** that replaced fragmented processes. Here's how we architected the solution to eliminate silos and supercharge the entire client acquisition lifecycle:

### Unified End-to-End Client Acquisition Platform

We delivered a centralized intelligent platform that connects every step from marketing and ad execution to intake, qualification, and signing. It completely replaced the disconnected tools and eliminated data silos.

### Zero-Leakage Lead Conversion Funnel

An always-on intake system powered by our [AI Agent Development Services](#) paired with a frictionless signing experience prevents after-hours drop-offs and converts more leads into onboarded clients.

### Outcome-Optimized Campaign Management System

The team shifted the entire approach from chasing vanity metrics to focusing purely on Cost Per Acquisition (CPA) to give the firm complete control over campaigns and budgets.

### Complete ROI Visibility & Analytics Layer

Full end-to-end tracking runs from the very first ad click through to the onboarded client, delivering clear, accurate performance insights the firm can act on immediately.

## TECHNOLOGIES & TOOLS



## Outcomes

**35%**

reduction in Cost Per Acquisition

**42%**

gain in conversion rates

**60%**

boost in operational efficiency

## ABOUT RISHABH SOFTWARE

As a Digital Engineering and Enterprise Transformation leader, we empower businesses to scale, innovate, and thrive in today's digital-first world through technology rooted in trust and transparency. We leverage emerging capabilities such as Cloud, Data Engineering & Analytics, AI, Automation and Application Engineering to drive digital transformation and unlock new opportunities. We have successfully served across 25+ countries, and we work towards customer delight as "WE CARE."

✉ sales@rishabhsoft.com

☎ +1-877-747-4224

