Kitely

Case Study

Slashing CAC by 33% for a Regional B2B SaaS Platform

SITUATION

A rapidly growing B2B SaaS platform in the UAE, despite achieving strong product-market fit and attracting significant trial sign-ups, faced a critical profitability challenge. The conversion rate from free trials to paid subscriptions was disappointingly low, while customer acquisition costs (CAC) were steadily climbing.

CHALLENGE

The root cause was a “leaky” customer acquisition funnel. The free trial experience failed to effectively communicate the platform’s value, and a generic, one-size-fits-all onboarding process did not cater to different user personas. This, combined with unoptimized performance marketing, led to inefficient spending and eroded margins.



SOLUTION

Kitely Systems executed a full-funnel redesign and performance marketing

Optimization initiative:

Pillar	Description
1. Funnel & Trial Redesign	Conducted a comprehensive audit of the user journey. Implemented persona-based onboarding, a feature-led trial experience to demonstrate value quickly, and in-app nurturing to guide users toward conversion.
2. Perf. Marketing Optimization	Implemented rigorous A/B testing of creative and copy, refined audience segmentation to focus on high-conversion prospects, and optimized ad budgets to concentrate spending on the most profitable



IMPACT & RESULTS

The holistic, data-driven approach fixed the leaky funnel and delivered a significant improvement in unit economics, setting the company on a path to sustainable growth.

Key Performance Indicator	Result	Impact
Customer Acquisition Cost		✓ Significantly improved unit economics
Free-to-Paid Conversion		✓ More efficient trial-to-customer conversion
Trial Sign-up Quality		✓ Acquired higher-value, more qualified customers

KEY TAKEAWAYS

- **The Funnel is Only as Strong as Its Weakest Link:** Every stage of the customer journey must be optimized for maximum conversion efficiency.
- **Personalization Drives Conversion:** Generic user experiences fail to resonate; tailored onboarding and messaging are critical.
- **Demonstrate Value Quickly:** In competitive markets, users make conversion decisions early in the trial period.
- **Data Beats Intuition:** Grounding decisions in data analysis and user behavior insights eliminates guesswork and allocates resources effectively