

Cloud Contracts 365 Hit a 2.5x ROI in Their First Month with Entrepreneur Lifestyle

Introduction

Cloud Contracts 365 provides AI-powered contract management for technology businesses. As one of the first firms to offer Legal-as-a-Service (Laas), it brings a familiar, scalable subscription model, built on SaaS principles, to legal support.



2.5x ROI IN
MONTH ONE

£27 COST
PER LEAD

42.7% LEAD FORM
COMPLETION

The Challenge



No Real Results

Previous campaigns lacked clear targeting and failed to generate meaningful opportunities from the right audience.



No Clear Direction

Activity felt like a “spray and pray” approach, with no clear structure behind the audience, testing or campaign strategy.



Off-Target Leads

They wanted to reach UK technology businesses, but previous campaigns attracted enquiries from completely the wrong audience.



Poor Lead Quality

The issue was not just lead volume. It was attracting prospects that matched their ICP and had genuine potential to convert.



The Solution

When Cloud Contracts 365 came to us, they had a strong product but their LinkedIn activity **lacked the structure and targeting to generate qualified leads**.

We built a structured LinkedIn Ads strategy, layering thought leadership, lead magnet and book-a-call campaigns with low-cost retargeting, all aimed at their ideal client profile.

Within the first month, it delivered a **2.5x return**, **cut cost per lead** below benchmark and **brought in leads aligned with their target market**.

Results and Benefits



Fast ROI

Campaigns delivered a 2.5x return within the first month, covering ad spend in just over four weeks.



Lower Cost Per Lead

Cost per lead came in at £27, beating the £30-£50 industry benchmark.



Efficient Retargeting

Retargeting brought warm prospects back to the site for under £2 per click.



Higher-Quality Leads

Leads aligned tightly with the ideal client profile, lifting both volume and quality.



“The leads are exceeding my expectations in numbers, and even more than that, it’s the quality of leads I’m seeing. There’s **no empty hype or excuses**; it’s just **results that speak for themselves.**”

Matt Hillier | Cloud Contracts 365

[View Detailed Case Study](#)



Want Predictable B2B Lead Generation?

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