

360Dialog



Reducing Lead Costs with

WhatsApp Marketing Messages



Discover how Supernova AI, a children's educational platform, cut their lead costs by 120% and increased ROAS by 60% using WhatsApp Marketing Messages.

By tracking WhatsApp funnels and optimizing ad performance, they achieved more efficient targeting and campaign results in just three months.

Learn how WhatsApp and 360Dialog made a measurable difference.

120%

Lower Cost Per Lead

60%

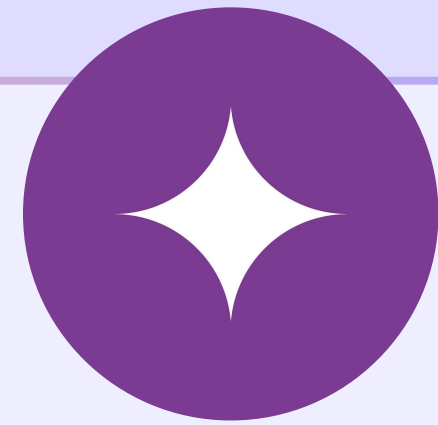
Increased ROAS

80%

Lower Cost Per
Qualified Lead



The Story



Supernova AI, a cutting-edge educational platform for children, was facing high lead costs and inefficient campaign performance.

By integrating WhatsApp Marketing Messages into their strategy, they were able to enhance their campaign effectiveness and optimize their lead generation process.



The Goals



REDUCE LEAD COSTS



INCREASE QUALIFIED LEADS



INCREASE ROAS



"WhatsApp helped us set up easier tracking of funnels and improved our targeting for remarketing use cases. This made a huge difference in optimizing our campaigns and achieving better results."

— Nawin Krishna, CIO, Supernova AI

The Solution

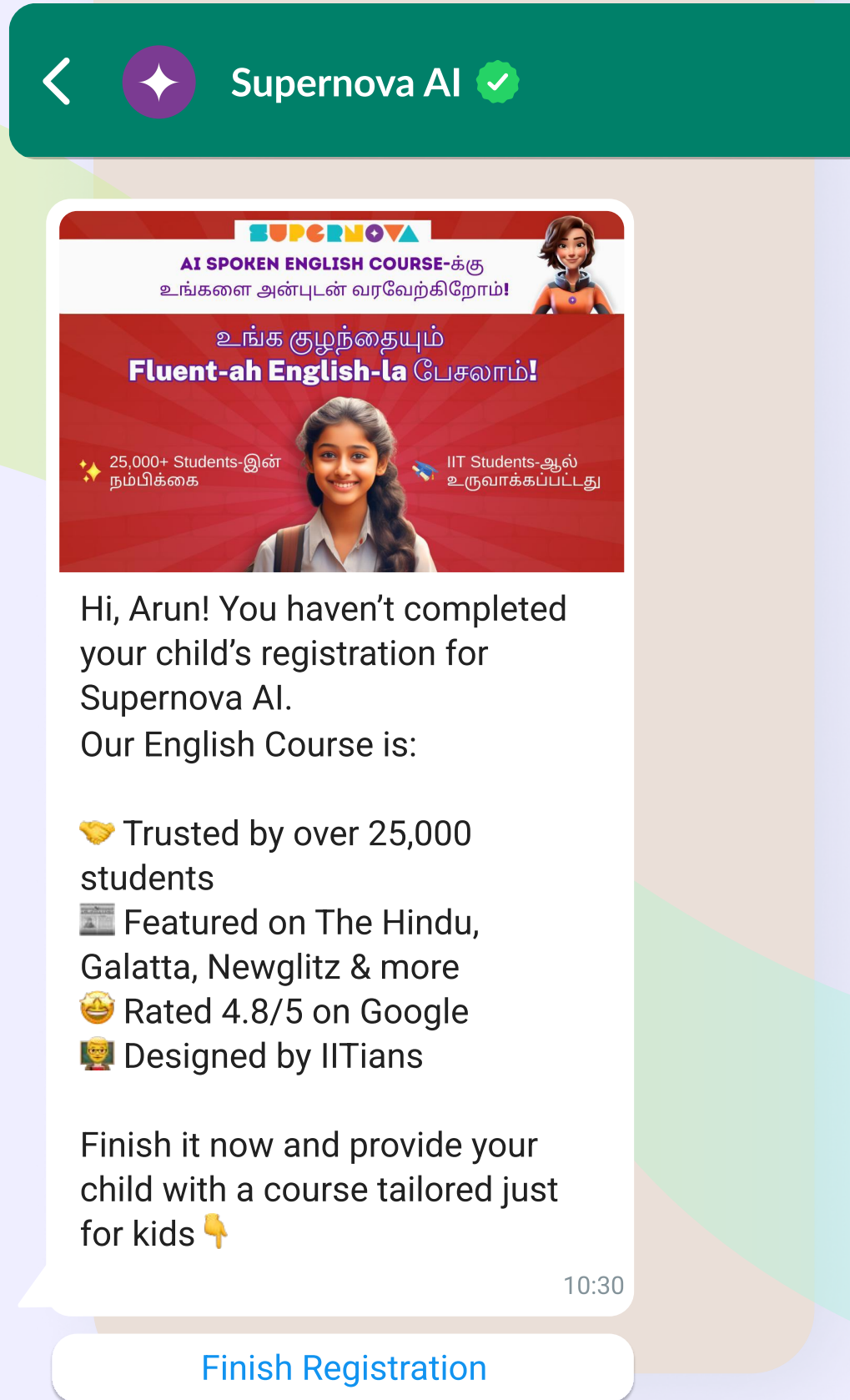
By integrating pixel-firing events with Meta and tracking ad-level performance for WhatsApp flows, Supernova AI gained deeper insights into customer behavior.

This allowed them to optimize their creatives and campaigns, significantly improving their remarketing strategy.



"Supernova AI's results clearly show how powerful WhatsApp can be when used strategically. By tapping into 360Dialog's solutions, they gained more control over their targeting and tracking, which led to substantial cost savings and a stronger ROAS. This proves how WhatsApp can be a key driver for smarter, more efficient marketing."

— Gerrit Rode, CEO, 360Dialog



The Success

With **WhatsApp Marketing Messages** and **supported by 360Dialog** as their trusted Business Solution Provider (BSP), Supernova AI decreased their cost per lead by 120%, reduced the cost per qualified lead by 80%, and boosted their ROAS by 60% within just three months.