

# CASE STUDY

## Strategic Growth in Action: Inside the G1 Solutions Platform That Turned Insights into New Customers, Significantly Reduced Customer Acquisition Cost and Delivered a Strong Net ROI

**Client:** Multi-Region Consumer Services Brand **Initiative Duration:** April 2024 – May 2025

**Markets Activated:** California, Texas, Arizona, Florida, Nevada **Total Campaign Investment:** \$1.38M

### Overview

A mid-size consumer services brand with a handful of initial locations partnered with Growth Verticals to engineer its transformation into a multi-market growth engine. The goal: unlock high-value customer acquisition, maximize new-to-brand engagement, and convert signal-based outreach into measurable lifetime revenue.

Through our proprietary Growth Signals™, Growth Digital™, and the Datasphere™, we orchestrated an always-on growth initiative that scaled to 171 campaigns across five states—proving not only performance but durability of strategy.

### Growth Verticals' Methodology



#### Growth Signals™ – Behavior-Powered Precision

Our proprietary **Growth Signals™** platform served as the intelligence backbone of the campaign. Unlike demographic lookalikes or list-based targeting, Growth Signals identifies real-world consumer behaviors and intent in real time, mapped at the household level.

We segmented prospects based on observed digital behavior, geography, service interest, and market urgency. These dynamic segments evolved weekly, ensuring each dollar of media reached those most likely to convert and retain.



#### Growth Digital™ – Direct Activation Engine

We activated **Growth Digital™**, our omnichannel platform that delivers privacy-first, household-based campaigns without relying on third-party cookies or invasive installs.

Each impression served was personalized and geo-aligned, combining message variety, product relevance, and decision-stage alignment. The system spanned digital channels (including web, display, native, and device-based), making every signal an opportunity to drive action.





## The Datasphere™ – Unified Identity and Measurement

At the heart of the orchestration lies the **Growth Verticals Datasphere™**, a privacy-compliant, interoperable identity fabric that enables accurate deduplication and performance measurement across markets, devices, and campaigns.

Thanks to the Datasphere, we measured not just reach and engagement—but **appointments booked, transactions completed, and downstream revenue generated**. Every customer was counted only once, even if touched across multiple campaigns, allowing for **first-touch attribution and true ROI fidelity**.

## Results & Impact

Metric	Result
Total Cost	\$1,379,700
Households Reached	4,328,040
Customers Attributed	51,820
Encounters/Visits	129,124
Total Charges	\$67,032,029
Net Revenue (20% Margin)	\$13,406,406
New Customers	12,132
New Customer Charges	\$31,312,133
New Customer Net Revenue	\$6,262,427

## Return on Investment

Category	Result
Overall ROI:	\$8.7 : 1
New Patient ROI:	\$3.5 : 1
Average Net Gain per New Patient:	\$402
Average New Patient Value:	5.2 visits totaling \$2,581 in charges
Annual Recurring Net Revenue (New Patients):	\$6.26M
Average Customer Acquisition Cost/CAC (visit)	\$11

*"Our go-to-market strategy, built around the capabilities of the G1 platform, delivered outstanding results. We've eliminated nearly half a dozen premium-priced, single-purpose niche applications, streamlining our operations. Simultaneously, we've significantly elevated our patient acquisition efforts, achieving results that surpassed our previous strategy..."*

*In addition to the impressive campaign results, we have successfully reduced our appointment acquisition costs by more than 70% within 12 months while eliminating over \$2 million in hard costs from redundant software resources - all achieved in a HIPAA-compliant, privacy safe and pixel compliant manner."*

*Darin Szilagyi, CMO-Platinum Dermatology Partners*

*“If your career quest is finding a fully bullet-proof, durable means of generating attributable kept appointments and procedures, this is your holy grail. Not clicks. Not calls. Not views. This is an appointment-level engine.”*

*Darin Szilagyi, CMO-Platinum  
Dermatology Partners*

## Strategic Learnings

- **High-Quality Customer Acquisition:** Even in flat or declining legacy segments, new-to-brand customers rose to 25% of total acquisition—and generated nearly half of all revenue, validating the predictive strength of Growth Signals™.
- **Scalable, Repeatable, and Profitable:** With \$402 in net margin per new customer and a 5.2x engagement multiple, Growth Verticals delivered profitability in Year 1 with a long tail of recurring value.
- **Clean Attribution, Trusted Measurement:** Powered by the Datasphere™, attribution was precise, compliant, and deduplicated—turning fragmented multi-location activity into a unified performance view.
- **Flexible Creative + Intent-Based Messaging Wins:** Message variety matched to behavior signals and regional demand outperformed static creative strategies, especially when aligned with lifecycle signals inside Growth Signals™.

## The Growth Code in Motion

This initiative is more than a case study—it’s a proof point for the **Growth Code**, our proprietary approach to orchestrated, organic, privacy-safe customer acquisition.

Through **Growth Signals™**, **Growth Digital™**, and the **Datasphere™**, Growth Verticals empowers brands to move beyond outdated models and engage audiences with relevance, timing, and measurable return.

This campaign demonstrates that signal-powered marketing isn’t just a better approach—it’s the future of intelligent growth.

## We Are Growth Revolutionaries

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