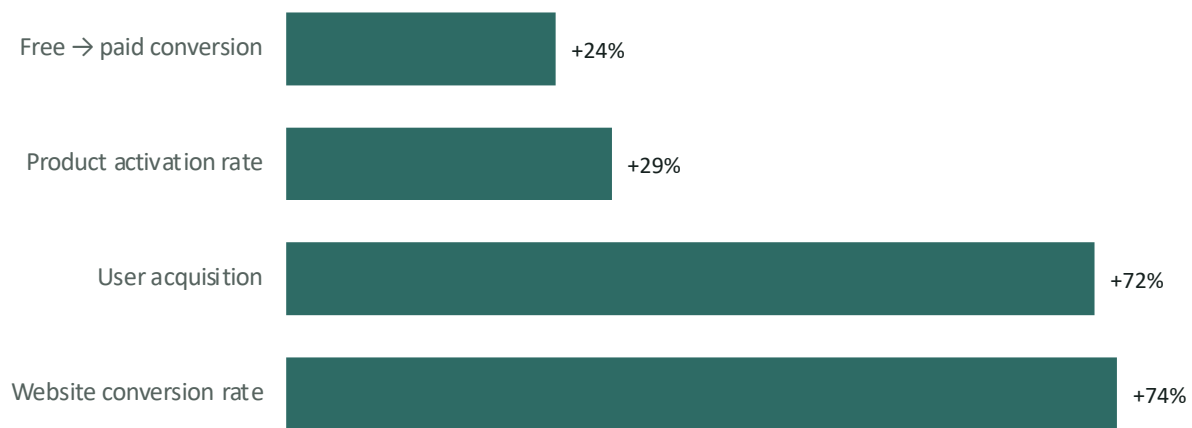


Global AI Productivity Platform

AI SaaS, 10M+ users · Product-Led Growth, CRO, Paid Acquisition, Localisation

- Rebuilt acquisition funnels and landing pages around user intent and in-app use cases instead of feature lists.
- Ran onboarding and pricing experiments to move free users onto paid plans without touching acquisition volume.
- Localised messaging and campaigns across 20+ markets while holding blended acquisition cost down.

Growth vs. baseline (%)



+72%

User acquisition

-27%

Blended CAC

3.1% → 5.4%

Website conversion rate

20+

Markets localised and optimised

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PROJECT OVERVIEW

CorTechSols helped a global AI productivity platform improve the path from acquisition to product value and paid conversion. With more than 10 million users and activity across over 20 markets, the growth system had to work at scale while remaining relevant to different use cases, languages and levels of product awareness.

THE CHALLENGE

Feature-led messaging was not giving every visitor a clear reason to activate, and a large free-user base created pressure to improve monetization without relying on more acquisition volume. The team also needed localized campaigns that could grow internationally while keeping blended acquisition cost under control.

OUR APPROACH

We rebuilt acquisition funnels and landing pages around user intent and in-app use cases instead of broad feature lists. Onboarding and pricing experiments were designed to help free users reach value sooner and make the paid plan easier to understand. We localized messaging and campaign execution across more than 20 markets, then evaluated the system through activation, free-to-paid conversion, website conversion and blended CAC. Our work connected product-led growth, paid acquisition, conversion optimization, pricing communication, onboarding experiments and localization rather than optimizing any one surface in isolation.

BUSINESS IMPACT

User acquisition increased 72% while blended CAC decreased 27%. Website conversion improved from 3.1% to 5.4%, product activation rose 29% and free-to-paid conversion increased 24%. The outcome was a more efficient international growth engine in which additional demand translated into stronger activation and monetization. It also created a clearer experimentation model for deciding which messages, onboarding steps and localized journeys should be expanded next across teams and markets.

VERIFIED OUTCOMES

+72%

User acquisition

-27%

Blended CAC

3.1% to 5.4%

Website conversion

20+

Markets optimized

THE GROWTH SYSTEM WE IMPROVED

01 Match intent to use case

02 Accelerate product value

03 Convert and localize at scale

WHAT WE DELIVERED

Intent-led funnels | Landing page CRO | Onboarding experiments | Pricing tests | Paid acquisition | Localisation

HAVE A SIMILAR GROWTH CHALLENGE?

Let's map the system before scaling it.