



L4DM MARKETING CONSULTING

CASE STUDY: FUNNEL STRATEGY + LIFECYCLE ALIGNMENT

From Disconnected Tactics to Scalable Growth: A Full-Funnel Transformation

AT A GLANCE

Arm (global technology leader) was preparing to launch a new flagship developer conference, Arm DevSummit, to a significantly broader audience on a compressed timeline while maintaining conversion and lead quality.

Key Challenges

- Fragmented funnel and limited tracking
- High-friction registration paths
- Siloed messaging and inconsistent audience targeting
- Lack of actionable performance visibility
- Need to expand beyond legacy (known) audiences
- Compressed promotional timeline

The real risk wasn't underperformance but launching without clarity, alignment, or a repeatable growth system.

KEY RESULTS

By building a unified acquisition system, aligning teams, and streamlining the attendee journey from first touch to retention, we achieved:



↑ 2.2x
registration target



+ 8.2K
net-new leads



↓ 24%
website bounce rate

SOLUTION

Architected a unified full-funnel acquisition engine built on clear messaging, cross-functional alignment, and lifecycle-driven execution. Established cross-functional coordination, clarified the core attendee narrative, and made performance visible in real time so teams could adjust quickly and execute with confidence.

Focus: Remove friction and make the funnel perform as one system.

WHAT LED TO SUCCESS

Unified Funnel Messaging

1

One core CTA and narrative across channels to eliminate mixed signals.

Alignment + KPI Cadence

2

Shared KPIs and weekly reviews to speed decisions and keep teams aligned.

Lifecycle Execution

3

Redesigned funnel assets and nurturing flows from click → registration → retention.

Optimization Loop

4

Real-time dashboards and agile pivot process to guide in-flight improvements.

From first click to long-term retention, let's build your conversion engine.

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