

How Vanta increased sales meetings by 770% on the same budget.

"We had already excelled at driving awareness, but it wasn't yet driving sales meetings as efficiently or at the scale we were aiming for."

The Challenges

- 01 Existing agency wasn't delivering. Campaigns ran but awareness wasn't converting to pipeline.
- 02 Campaigns went stale in days. No system to monitor and iterate with how fast B2B attention fades.
- 03 Slow, manual testing. A handful of experiments at a time made learning too slow to scale.

What Multiply Did

- 01 Analyzed CRM and sales calls to surface the exact language from closed-won deals to translate it to ad messaging.
- 02 Rebuilt targeting entirely, moving budget away from broad awareness toward high-intent audiences that converted to booked meetings.
- 03 Generated dozens of variations across formats, audiences, and messaging, replacing manual one-at-a-time testing.
- 04 Deployed Dot, Multiply's AI agent, to optimize campaigns continuously. Strategists reviewed every update before anything went live.

Key Results

770%

More sales meetings on the same budget

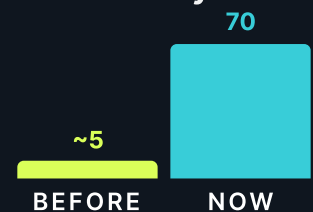
3.5x

Drop in cost per sales meeting

"We build and test faster with their AI, and their team is strategic, hands-on, and operates as trusted partners."

Head of Growth Marketing
Vanta

Test Velocity



More experiments means faster learning and campaigns that bring in high-quality leads.

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Want to grow like Vanta?