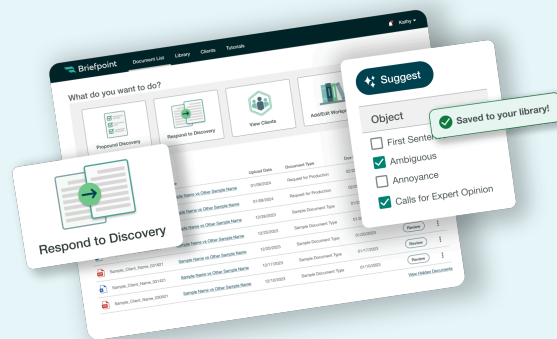




Clever Zebo Delivers 187% Jump in Booked Demos for AI-Driven Legal Software

CLIENT: Briefpoint, a Pioneer in AI-Powered Document Automation

Clever Zebo partnered with Briefpoint.ai to optimize their digital advertising campaigns, drive high-quality demo requests, and improve cost efficiency in a competitive legal tech market.



The Challenge:

- Scale booked demo conversions while maintaining cost efficiency
- Improve platform performance through refreshed ad strategies and audience targeting
- Achieve measurable results with minimal increases in ad spend



The Story of Briefpoint.ai

Briefpoint.ai empowers legal teams with AI-driven automation for drafting and managing legal documents, saving time and improving accuracy.



Clever Zebo was brought in to refine Briefpoint's digital advertising strategies and unlock new growth opportunities. Our goals were to:

- Drive more high-value conversions (booked demos) across Meta and Google
- Reduce cost per booked demo while scaling campaigns efficiently
- Introduce creative and targeting enhancements for stronger audience engagement

187% Increase in Booked Demos

Thanks to a robust A/B testing program, Briefpoint saw high-value conversions nearly double across all ad platforms.

112% Conversion Rate Improvement

Clever Zebo used advanced audience targeting and bidding strategies like location-based bid adjustments to lift conversion rate across all platforms.



63% Better CPA

Within 3 months since Clever Zebo took over digital ad campaign management, Briefpoint boasted 63% improvement in Cost Per Booked Demo across all ad platforms.

6x More Demos from Meta Ads

With fresh Meta Video Reels, creative A/B testing and smart lookalike audience targeting based on real customer profiles, Clever Zebo improved CPA by 82% as conversion rate more than doubled.

67% More Demos from Google Ads

In a crowded paid search landscape for legal tech, Clever Zebo used rigorous ad copy testing, bid strategy optimization and keyword expansion to cut CPA 44% while increasing the flow of quality leads.

Summary of Results

187% increase in booked demos with only a 7% increase in total ad spend.

Significant cost-efficiency improvements: 63% decrease in CPA across platforms.



Unlocked exceptional gains from Meta Ads (6x more demos at an 82% CPA reduction) and Google Ads (67% demo growth at a 44% CPA reduction).

“We’ve been blown away by Clever Zebo’s ability to scale our campaigns while improving cost efficiency. We’re booking far more deals since hiring them.”

Nathan Walter
CEO, Briefpoint

[Clever Zebo](#) is an online marketing agency in San Francisco, specializing in paid ads management, SEO, web design and A/B testing. Want results like these? [Contact us](#).