

Case Study



Industry

Stage

Goal

Spatial Intelligence

Start-Up

Growth

AiFi is the largest AI platform empowering retailers to scale autonomous shopping solutions with 100% computer vision. As the industry leader with the largest global autonomous store network spanning over 16 countries, AiFi's solutions support any store format, anywhere. AiFi's proven success has been showcased through numerous awards for its innovative contributions to the field of artificial intelligence and autonomous retail solutions.

What We Did

- ◆ HubSpot Marketing Automation Implementation
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Content Marketing & Blogging
- ◆ Social Media Strategy & Management
- ◆ Search Engine Optimization
- ◆ Brand Design Language & Media Kit
- ◆ Paid Google & LinkedIn Ads
- ◆ Lead Scoring Model
- ◆ Full Funnel Attribution
- ◆ Conversion Rate Optimization
- ◆ Sales Enablement Strategy
- ◆ Marketing Operational Strategy

Details

The Möve x AiFi partnership resulted in a collaboratively designed marketing engine prominently focused on fueling lead generation and lead nurturing. Marrying this operational structure with a content marketing strategy powered by SEO-driven data unlocked viral growth in brand awareness and positioning. Social media, both organic and paid, played a major role in expanding reach and maximizing our messaging. Introducing A/B testing kicked off a 'test and learn' mindset to ultimately refine the brand identity, design language, and uncover opportunities to compete and gain share of voice.



86.8% increase in best-fit leads generated month over month



3x increase in monthly lead generation via website traffic



36x increase in marketing emails opened by key accounts within target audiences



28.8% decrease in cost per conversion month over month compared to industry competitors



Natasha Thakkar,
Head of Marketing @ AiFi

“Our entire team has appreciated having Möve in our corner. The team was able to refresh our approach to the marketplace and adapt to the latest trends in the digital marketing domain, which expedited our top-of-funnel activities. Möve really moved our efforts forward and worked as an extension of our team with the same understanding and passion that we apply.”