

ABSTRACT

This research examined the lack of a structured customer acquisition system at PLAEX Technologies, a B2B Environmental Technology (EnvTech) company that offers AI-driven waste auditing solutions through a hardware-software subscription model. As an early-stage company, PLAEX relies on outbound sales activity but has not yet developed a repeatable and measurable acquisition process, which limits its ability to grow in a scalable and cost-efficient manner. Therefore, this study aims to design a data-driven customer acquisition strategy that improves conversion performance and return on investment in a B2B technology context.

This research employed a mixed-methods approach combining four complementary methods: an internal quantitative analysis of 3,932 contact records, an Ideal Customer Profile (ICP) and Customer Acquisition Cost (CAC) analysis, a multi-case study review of fifteen B2B acquisition cases, and semi-structured interviews with internal stakeholders, a customer-side participant, and an external industry expert. The findings were integrated through a concurrent triangulation strategy.

The findings indicate that PLAEX's acquisition process is still not fully structured. The company currently lacks a CRM system, a clearly defined Ideal Customer Profile, a consistent follow-up process, and a clear separation between prospecting and closing activities. The internal analysis showed that the low overall conversion rate of 0.30% is mainly caused by weak mid-funnel conversion performance rather than poor closing ability. While the CR3 closing rate of 23.5% is already within B2B benchmarks, only 6.5% of engaged prospects move to active discussions, leaving 341 contacts stalled in the "Following Up" stage. The ICP and CAC analyses also showed that around 80% of outreach targets low-fit sectors, while ICP-aligned clients are significantly more cost-efficient to acquire. Based on these findings, the study proposed a five-part customer acquisition strategy consisting of ICP refinement, a multi-channel acquisition model, a structured follow-up system, lightweight CRM and prospecting tools, and sector-specific messaging, supported by a KPI framework to monitor performance over time.

Keywords: *Customer Acquisition, Ideal Customer Profile, Customer Acquisition Cost, Conversion Rate, B2B Technology, Environmental Technology.*