

COMPANY CASE STUDY

LEADING SOFTWARE TESTING FIRM

PROBLEM

- One of the largest global software testing firm needed a reliable solution for mid-funnel SQL generation to ensure a steady stream of qualified leads for its B2B sales team.
- The company faced difficulties connecting sales representatives directly with decision-makers within target organizations.
- Lacking an effective appointment-setting strategy, the firm sought to lower customer acquisition costs while increasing the return on investment.
- They asked whether we should build a team internally or outsource, and they chose the latter.
- Additionally, they required an automated process to streamline lead handoff to their CRM and maintain strict lead quality standards.

SOLUTION

- FunnL implemented a customized & personalized email-based B2B appointment-setting program that connected the firm's sales team with high-potential decision-makers.
- The program involved targeted outreach campaigns, with messaging tailored to specific industry verticals and regional requirements and specific messages crafted by FunnL.
- FunnL provided regional performance analytics on lead generation, helping the firm refine its sales approach.
- The solution also included automated lead handoff and integration to the CRM, as well as a feedback system for lead quality control.

RESULTS

- **Improved Win Rate:** The firm achieved an ROI of 40X
- **28%** of the new logos come from FunnL's lead generation.
- **35%** of B2B meetings set up by FunnL lead to opportunities.
- **Reduced Customer Acquisition Cost:** The firm experienced a substantial reduction in customer acquisition costs and saw an overall increase in ROI.

CUSTOMER FEEDBACK

FunnL has transformed our lead generation, boosting both the quality and quantity of meetings. Their data-driven approach connects us with key decision-makers, helping us focus on closing deals. A crucial partner in our growth, FunnL consistently delivers results and invaluable support.