



3

months
see results quickly

CASE STUDY

SALES ACCELERATION

BACKGROUND

Infoworks needed a way to fill their opportunity funnel without adding additional headcount on either the sales or marketing team. The ultimate measure of both teams was how full the sales pipeline is for their big data product offering, thus Infoworks' main goal was to relay their organization's value proposition and book meetings that would result in pipeline. They relied on DemandZEN's team to not only identify the buying team within their target accounts, but to also source each buyer persona's contact information to make purposeful cold calls that resulted in initial meetings for their sales team.

CHALLENGES

Infoworks had a small team that wasn't able to make the necessary volume of cold calls in addition to their regular workload. They had been using a multichannel approach with digital marketing (both paid and organic), industry events, website optimization, and email campaigns, and their sales pipeline still wasn't as full as they needed it to be. Based on past experience with the DemandZEN team they knew that adding outsourced sales development resources would be the answer.

SOLUTION - CALLING CAMPAIGN

Infoworks brought DemandZEN on board to bulk up their inside sales funnel using cold-calling campaigns to book qualified meetings for the Infoworks sales team. Using targeted lead research based on buyer personas, DemandZEN quickly set qualified meetings for their sales reps resulting in dollar-denominated pipeline and won deals.

THE RESULTS



\$23

million in
pipeline



\$1

million
closed-won



DemandZEN's telesales and cold-calling team really have become an extension of our organization. We rely on their quality leads to keep our cost-per-lead down, and our total ARR up. Telemarketing isn't what it used to be. With DemandZEN's meticulous process of vetting and researching leads, we're paying for quality, not quantity."

Marketing Director

SUCCESS

Infoworks has seen tremendous success through DemandZEN's account-based outreach campaign. The DemandZEN team works closely with the Infoworks team to optimize and edit their messaging as business needs change, while the calling campaign remains the most effective marketing channel Infoworks utilizes. To date, DemandZEN has developed over \$23 million in the pipeline and almost \$1,000,000 in closed-won opportunities within Fortune 1000 accounts.

LET'S TALK

If you're interested in learning more about how DemandZEN can transform your sales and marketing efforts through a unique appointment setting campaign, give us a call or visit our website.



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