

Case Study

2024



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DEDUCE

Background

Deduce is in the stolen and synthetic identity fraud space. Build as a technology platform designed to prevent AI-generated identity fraud.

Founded in 2019, Deduce protects businesses and their customers from unauthorized account access, data leakage, and identity fraud.

Challenges

As a small startup, Deduce faced challenges in generating pipeline from an outbound perspective. With limited resources and only one person handling the task, the burden of generating a high volume of leads from calls was overwhelming.

They sought a solution to streamline and enhance their outbound lead generation efforts to meet expectations and scale effectively.

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We absolutely were impressed by the sheer amount of meetings that you guys were able to set right off the bat.

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Results so far



We contributed about

30% of their pipeline

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Demandzen contributed to about 30% of our pipeline last year and we only utilized you guys through mail last year.

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All meetings were within their ICP

All meetings were within their ICP and over half of them were with accounts they specifically identified as high priority.

What would you tell other people who are thinking about working with DemandZEN?

“ Absolutely do it. Don't hesitate. You guys are the gold standard. It makes it hard to work with any other vendors at this point because I just compare them to you guys. So do it, you won't be disappointed and you will see pipeline improvements, increases, you will see more closing, more revenue just based on what Demandzen can do. ”

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