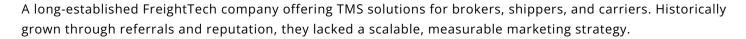
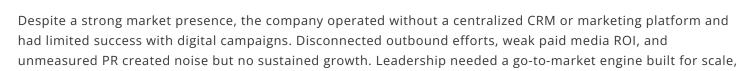


## THE CLIENT



#### THE CHALLENGE



### THE OPPORTUNITY

visibility, and pipeline impact.



A comprehensive training program empowered the sales team to leverage the new platform, building upon their existing CRM experience. Finally, we launched a domain warming campaign to prepare their domain for optimal performance in future marketing initiatives.

#### THE SOLUTIONS



LeadCoverage deployed its proven Revenue Engine Framework to guide the transformation:

#### **SHARE GOOD NEWS:**

# Built a PR engine around partnerships, thought leadership, and TMS market influence.

#### **TRACK INTEREST:**

Deployed HubSpot CRM, CMS, and MAP with lead scoring, lifecycle tracking, and data hygiene.

#### **FOLLOW UP:**

Automated workflows, optimized handoffs to sales, and delivered ongoing enablement.

# THE RESULTS

## FUNNEL GROWTH IN 12 MONTS

MoFu:  $118 \rightarrow 4,021$  (+3,308%)

BoFu:  $9 \rightarrow 116$  (**+1,189%**)

# **FULL HUBSPOT STACK IMPLEMENTED**

132 PR MENTIONS

39% SHARE OF VOICE

vs. competitors

\$270K IN PUBLICITY VALUE

77 QUALIFIED LEADS WITH A 13.71% CTR

From paid media (448% above industry average)





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