

Fueling the Funnel: 3,000% Funnel Growth in 12 Months with LeadCoverage

THE CLIENT >

A long-established FreightTech company offering TMS solutions for brokers, shippers, and carriers. Historically grown through referrals and reputation, they lacked a scalable, measurable marketing strategy.

THE CHALLENGE >

Despite a strong market presence, the company operated without a centralized CRM or marketing platform and had limited success with digital campaigns. Disconnected outbound efforts, weak paid media ROI, and unmeasured PR created noise but no sustained growth. Leadership needed a go-to-market engine built for scale, visibility, and pipeline impact.

THE OPPORTUNITY >

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 → 4,021
(+3,308%)

BoFu: 9 → 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)