

Maximizing Untapped Potential: Lean Solutions Group Drives $2.77M in Revenue in 7 Months

THE MATH

Since implementing the ABM strategy:

11,000+ Form Submissions — **876%** Improvement

1450+ Accounts Visited — **411%** Improvement

800+ Accounts Engaged — **508%** Improvement

300 Deals Created Across — **194** Accounts

$2.77 MILLION MRR
2.77M Actualized MRR within 7 months

$4.1 MILLION MRR
in Active/Unrealized Pipeline Total

THE CLIENT

Lean Solutions Group, a leading provider of nearshore and offshore services, employs a scalable workforce of 10,000 across seven satellite offices. They partner with over 500 U.S.-based companies to deliver staffing, technology, marketing, sales, and business process outsourcing services, helping businesses reduce operational costs and accelerate growth.

THE CHALLENGE

Despite believing in Account-Based Marketing (ABM), Lean Solutions Group struggled to achieve desired results with their existing strategy and intent tool. After implementing RollWorks, they aimed to leverage a genuine ABM approach to unlock new revenue opportunities.

THE OPPORTUNITY

Recognizing untapped potential, Lean Solutions Group expanded their collaboration with LeadCoverage to pivot towards a robust ABM strategy. They sought to develop a multi-channel approach to effectively engage target accounts.

THE SOLUTION

LeadCoverage crafted a comprehensive ABM strategy grounded in keyword analysis, targeting accounts that matched Lean Solutions Group's Ideal Customer Profile (ICP) and demonstrated intent. The strategy included:

- Serving programmatic ads to the identified ICPs.
- Auto-enrolling these accounts in a segmented email campaign—cold, warm, and hot—aligned with the ABM initiatives.
- Implementing lead scoring to prioritize qualified accounts for the business development team to secure meetings.

THE RESULTS

This multi-channel ABM approach transformed Lean Solutions Group's untapped potential into $2.77M in actualized Monthly Recurring Revenue (MRR) within just 7 months. Sustained engagement from those who viewed ads and visited at least one page on Lean Solutions Group’s website continues to serve as a success measure.

LEAD COVERAGE
We make market leaders.

(470) 440-0983

LeadCoverage.com

WeWork 4th Floor
756 W. Peachtree St NW
Atlanta, GA 30308