

Unlocking Growth: How ODW Logistics Transformed a $0 Pipeline into $40M in Just 90 Days

THE CLIENT

ODW Logistics is a third-party logistics company (3PL) specializing in integrated logistics solutions. They offer comprehensive services that include warehousing, distribution, and transportation management, creating a holistic supply chain solution for their clients.

THE MATH

731
Companies Reached

424
Companies engaged

144
Conversations

$40 M Total Pipeline » **$28 M** Active Pipeline

THE OPPORTUNITY

ODW Logistics faced a unique challenge with one of their distribution centers dedicated to frozen foods. Despite operating at full capacity for nearly five years, they recognized the need to improve efficiencies to accommodate additional customers. However, they were starting from scratch with a $0 pipeline in this niche and needed a strategic approach to attract new clients.

THE SOLUTION

Having previously achieved success with a targeted 1:1 Account-Based Marketing (ABM) program for 17 accounts, ODW was ready to scale this approach to reach over 700 potential customers. LeadCoverage partnered with ODW Logistics to establish a robust 1:few ABM program. The ODW team began by conducting thorough due diligence, utilizing data aggregators to define initial contact lists. Recognizing that this list was not exhaustive, they innovatively visited supermarkets, photographing product backs to gather addresses of additional companies. This hands-on effort was crucial in defining an extremely specific Ideal Customer Profile (ICP), emphasizing that understanding “who” to reach out to is just as important as “what” to say in messaging.

With a clearly defined ICP, LeadCoverage and ODW identified buying intent from these targets using intent tools, layering these insights on top of identified pain points to create a cohesive messaging and campaign strategy that addressed the specific challenges faced by potential clients. By integrating findings from intent signals, insights from the supermarket visits, and tailored messaging highlighting ODW’s unique value proposition, we developed a “personalized” blanket approach to enhance awareness and engagement across all targeted accounts.

THE RESULTS

In just 60 days, this ABM campaign generated an impressive $20M in potential pipeline for service revenue, transforming a previously non-existent pipeline into a thriving opportunity. A key factor in this success was the ongoing collaboration between ODW’s marketing, sales, and operations teams.

As conversions began to materialize, we continuously tracked and optimized our messaging, leveraging early wins to refine our approach. This iterative process of collaboration and enhancement led to an additional $20M in pipeline within the following 30 days, culminating in an unprecedented $40M in pipeline growth in just 90 days.

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