

# How CURALATE was able to find \$1.5 M to add to their sales pipeline in a crowded market



## Disclaimer

We take case studies very seriously so if you have any additional questions or would like to know more about how Amplemarket helped Curalate you can reach out to EMEA Director of Sales Frank Lombos directly.

## About Curalate

Founded in 2012 Curalate is a leading technology company that lets you use social content and audiences to sell more effectively online. Make any social channel shoppable, leverage user generated content (UGC), and activate influencers. Curalate enables the connection of social and commerce for hundreds of the world's leading brands, including Gap, Nike and Nordstrom. Curalate helps brands create a compelling commerce experience that adapts to how consumers currently discover products.

## The Challenge

*"... we needed to find the untapped markets within specific industries and create a new sales pipeline for our sales reps."*

Curalate was already the industry leader in the optimization of digital commerce for brands, despite this, the Curalate Sales Team was facing four major Challenges:

1. Finding which brands needed help with digital optimization.
2. Getting to the right person within target companies.
3. Create a strong pipeline of sales for 2 different regions (US and Europe).
4. Re-engaging with Newsletter subscribers to convert them into customers

*"Amplemarket helped Curalate find the exact target audience we were looking for at a fraction of the effort and cost."*

*Frank (EMEA Director of Sales )*



## The Solution

In 2017, Curalate turned to Amplemarket to help them with ramping up sales.

Amplemarket allowed Curalate to find companies based on the technologies used (e.g. Shopify, Instagram, Pinterest), and filtering them by industry (Fashion Apparel, Jewellery, Sports) thus helping identify the online stores relevant to Curalate.

Amplemarket enabled the Curalate team to create tailored campaigns based on the industry they were targeting.

Amplemarket allowed Curalate to use personalized follow-ups and messages sent at different times thus covering both the US and European markets.

Amplemarket allowed for the implementation of a dedicated campaign for Newsletter subscribers.

Automatic tagging of emails, that enabled Curalate to have more insights about their interactions.

*“... Amplemarket allowed us to create a continuous stream of interested prospects...”*

## The Results

1 year with 200+ Calls scheduled through Amplemarket increasing the sales pipeline by \$1.5M

Capable of maintaining more than +3500 conversations with leads without adding more sales reps.

