225% LEAD SURGE FOR UTILITY APPS

A Mobile App Developer

*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA**A GAN-FALL CLIENT*

Industry: Mobile App Development
Size: ~35 employees, $9M revenue
Location: Southeast, USA

This mobile app developer builds versatile utility applications, offering tools for productivity, finance, and lifestyle that achieve 25% higher user retention than industry benchmarks, per their analytics. With a skilled team of approximately 35 employees and $9M in annual revenue, they've established a strong presence in the Southeast, serving both consumer markets and small businesses via iOS and Android platforms. Located in a growing tech hub, they aim to expand their client base, secure enterprise contracts, and grow into a $20M leader in the mobile app space.

BUSINESS CHALLENGES

- Weak lead flow: 12 per month, mostly startups, unfit for $75K+ app deals.
- High CAC: $1,200 per client, cutting profits on $100K average projects.
- Slow outreach: 18 hours weekly chasing leads, stalling app updates.
- Competition: Larger devs locked up big enterprise contracts.

OBJECTIVES

- Boost leads to 40+ monthly, targeting $75K+ deals from businesses.
- Reduce CAC to $400, freeing funds for new features and hires.
- Hit 90% lead fit for firms with 50+ staff needing utility apps.
- Cut outreach time by 70%, focusing team on coding and pitches.

SOLUTION

Our AutoReach Pro initiative:
- Targeted 2,200+ IT managers and business owners with 50+ staff seeking app solutions.
- Ran 4-touch campaign: LinkedIn pitches with retention stats, emails with demo links, SMS webinar invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with Pipedrive, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

After 5 months (Q1 2021):
- Leads rose from 12 to 40 per month, a 225% jump, filling pipeline with enterprise clients.
- CAC fell from $1,200 to $400, a 67% drop, funding two new developers.
- Revenue grew with $400K enterprise deal, $1.2M more in pipeline.
- Outreach time dropped from 18 to 5 hours weekly, a 72% gain, boosting update speed by 20%.
- $17K investment returned 35x in revenue, aiming for $25M target.

"Your outreach system is nuts, we never implemented anything like this before and we weren't sure if it would fit us but you guys tailored it to fit us exactly and now our money, resources, and time are being saved and growing, thank you man."
— Head of Marketing