STREAMLINING TEAMS WITH A 225% LEAD SURGE

A SaaS Project Management Firm

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

Industry: SaaS (Software-as-a-Service)
Size: ~40 employees, $10M revenue
Location: Northwest, USA

This SaaS project management firm offers a cloud-based platform that streamlines team collaboration, task tracking, and deadline management, boosting productivity by 25% for clients, according to user surveys. With a focused team of approximately 40 employees and $10M in annual revenue, they've gained traction in the Northwest, serving small-to-mid-sized businesses in tech, marketing, and construction. Based in a region known for innovation, they aim to expand their subscriber base, secure enterprise contracts, and grow into a $25M leader in the SaaS productivity space.

BUSINESS CHALLENGES

- Weak lead flow: 15 per month, mostly startups, unfit for $75K+ annual subscriptions.
- High CAC: $1,300 per client, cutting margins on $100K average contracts.
- Slow outreach: 20 hours weekly chasing leads, stalling platform updates.
- Competition: Bigger SaaS players locked up enterprise deals.

OBJECTIVES

- Boost leads to 45+ monthly, targeting $75K+ deals from growing firms.
- Reduce CAC to $420, freeing funds for feature upgrades and hires.
- Hit 90% lead fit for businesses with 50+ staff needing project tools.
- Cut outreach time by 70%, focusing team on coding and demos.

SOLUTION

Our AutoReach Pro initiative:
- Targeted 2,500+ ops managers at firms with 50+ staff seeking productivity tools.
- Ran 5-touch campaign: LinkedIn pitches with productivity stats, emails with demo links, SMS trial invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut low-value chases by 75%.
- Synced with HubSpot, automated tracking, sped up sales handoffs.

RESULT AND BENEFITS

After 5 months (Q2 2024):
- Leads rose from 15 to 45 per month, a 225% jump, filling pipeline with marketing clients.
- CAC fell from $1,300 to $420, a 68% drop, funding two new developers.
- Revenue grew with $400K enterprise subscription, $1.2M more in pipeline.
- Outreach time dropped from 20 to 6 hours weekly, a 70% gain, boosting update speed by 25%.
- $47K investment returned 34x in revenue, aiming for $28M target.

"Coming from a company who also uses AI you guys have taken it to a whole other level combining it with automation. Your system is changing the game and has made our company 10x better"
— Chief Operating Officer