

206% LEAD SURGE FOR BUSINESS OPTIMIZATION

An Independent Consulting Group

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

Industry: Business Consulting
Size: ~30 employees, \$8M revenue
Location: Midwest, USA

This independent consulting group offers expert business optimization services, guiding mid-sized companies through operational streamlining, cost reduction, and growth planning with a proven track record of boosting client efficiency by 25% on average. With a focused team of approximately 30 employees and \$8M in annual revenue, they've earned a strong foothold in the Midwest, serving industries like manufacturing and retail. Rooted in a practical business region, they aim to expand their reach, secure high-value contracts, and grow into a \$20M leader in the consulting field.

BUSINESS CHALLENGES

- Weak lead flow: 12 per month, mostly small firms, unfit for \$75K+ optimization deals.
- High CAC: \$1,200 per client, squeezing profits on \$100K average projects.
- Slow outreach: 18 hours weekly chasing leads, stalling client analysis.
- Competition: Larger consultancies grabbed bigger manufacturing contracts.

OBJECTIVES

- Boost leads to 40+ monthly, targeting \$75K+ deals from mid-sized businesses.
- Cut CAC to \$400, freeing funds for new tools and staff growth.
- Reach 90% lead fit for firms with 100+ employees needing efficiency help.
- Reduce outreach time by 70%, focusing team on strategy and pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,200+ ops directors at firms with 100+ employees seeking optimization.
- Ran 4-touch campaign: LinkedIn pitches with efficiency stats, emails with case studies, SMS consult invites, follow-ups for non-responders.
- Used AI scoring to hit 90% lead fit, cut weak chases by 75%.
- Synced with Pipedrive, automated tracking, sped up deal prep.

RESULT AND BENEFITS

- Leads grew from 12 to 40 per month, a 206% rise, filling pipeline with manufacturing clients.
- CAC dropped from \$1,200 to \$400, a 67% decrease, funding two new consultants.
- Revenue rose with \$400K optimization deal, \$1.2M more in pipeline.
- Outreach time fell from 18 to 5 hours weekly, a 72% gain, boosting project speed by 25%.
- \$12K investment returned 36x in revenue, aiming for \$11M target.

"Before this system just getting the right prospects interested was difficult but now the target is dead on every single time and with less work needed. This system is gonna change the game"

— Chief Executive Officer