

# 225% LEAD SURGE FOR OPERATIONAL GROWTH

## A Mid-Sized Consulting Firm

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

Industry: Business Consulting  
Size: ~50 employees, \$12M revenue  
Location: Northeast, USA

This mid-sized consulting firm provides strategic operational guidance, helping businesses in manufacturing, logistics, and tech improve efficiency, cut costs, and scale effectively—delivering 20–30% productivity gains for clients, based on their internal benchmarks. With a capable team of approximately 50 employees and \$12M in annual revenue, they've established a strong presence in the Northeast, serving a diverse client base. Positioned in a competitive business region, they aim to expand their portfolio, land enterprise-level contracts, and grow into a \$25M leader in the consulting industry.

## BUSINESS CHALLENGES

- Stagnant leads: 15 per month, mostly small firms, unfit for \$100K+ strategy deals.
- High CAC: \$1,300 per client, squeezing profits on \$150K average projects.
- Slow outreach: 22 hours weekly chasing leads, delaying client analysis.
- Competition: Larger firms grabbed enterprise contracts in logistics and tech.

## OBJECTIVES

- Boost leads to 50+ monthly, targeting \$100K+ deals from mid-sized businesses.
- Reduce CAC to \$450, freeing funds for new tools and team hires.
- Hit 90% lead fit for firms with 200+ employees needing operational help.
- Cut outreach time by 70%, focusing team on strategy and client work.

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,500+ ops managers at firms with 200+ employees seeking efficiency gains.
- Ran 5-touch campaign: LinkedIn pitches with productivity stats, emails with case studies, SMS consult invites, follow-ups, nurture drips for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with Salesforce, automated tracking, sped up pitch prep.

## RESULT AND BENEFITS

- Leads climbed from 15 to 50 per month, a 225% rise, filling pipeline with logistics clients.
- CAC dropped from \$1,300 to \$450, a 65% decrease, funding three new analysts.
- Revenue grew with \$600K enterprise deal, \$1.8M more in pipeline.
- Outreach time fell from 22 to 6 hours weekly, a 73% gain, boosting project speed by 25%.
- \$17K investment returned 35x in revenue, aiming for \$25M target.

“AutoReach Pro turned our lead generation into a non-stop machine—bigger clients, faster wins, and the bandwidth to deliver the kind of impact we’re built for. It’s a huge game-changer.”

— Head of Marketing