

200% LEAD BOOST FOR STRATEGIC GROWTH

A Boutique Consulting Agency

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

Industry: Business Consulting
Size: ~20 employees, \$5M revenue
-Location**: Southeast, USA

This boutique consulting agency delivers tailored strategic solutions, helping small-to-mid-sized businesses optimize operations, boost revenue, and navigate market shifts. With a nimble team of approximately 20 employees and \$5M in annual revenue, they've built a strong reputation in the Southeast for actionable insights that drive 15–20% profit gains in client firms, according to internal metrics. Based in a growing business hub, they aim to expand their client base, land larger contracts, and scale into a \$12M leader in the consulting space.

BUSINESS CHALLENGES

- Low lead volume: 10 per month, mostly startups, unfit for \$50K+ strategy projects.
- High CAC: \$1,400 per client, cutting margins on \$75K average deals.
- Slow outreach: 15 hours weekly chasing leads, delaying client work.
- Competition: Bigger firms locked up mid-sized business contracts.

OBJECTIVES

- Increase leads to 30+ monthly, targeting \$50K+ deals from growing firms.
- Reduce CAC to \$450, freeing funds for new tools and hires.
- Hit 90% lead fit for businesses with 50+ employees needing strategy help.
- Cut outreach time by 70%, focusing team on analysis and pitches.

SOLUTION

Our AutoReach Pro initiative:

- Targeted 1,800+ CEOs and ops managers at firms with 50+ employees seeking growth.
- Ran 4-touch campaign: LinkedIn pitches with profit stats, emails with case studies, SMS consult invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with HubSpot, automated tracking, sped up pitch prep.

RESULT AND BENEFITS

- Leads rose from 10 to 30 per month, a 200% jump, filling pipeline with mid-sized clients.
- CAC fell from \$1,400 to \$450, a 68% drop, funding a new analyst.
- Revenue grew with \$300K strategy deal, \$900K more in pipeline.
- Outreach time dropped from 15 to 4 hours weekly, a 73% gain, boosting project speed by 20%.
- \$48K investment returned 35x in revenue, aiming for \$12M target.

“Came in, took over, fixed our problems and made us a ton of money. There isn’t much else to say, the numbers paint the picture.”

— Head of Business Development*