

# 206% LEAD SURGE FOR CARBON SOLUTIONS

## An Eco-Tech Firm

\*CLIENT NAME AND SPECIFIC DETAILS PROTECTED UNDER NDA\*

\*A GAN-FALL CLIENT\*

Industry: Climate Tech

Size: ~35 employees, \$7M revenue

Location: Northwest, USA

This eco-tech firm develops cutting-edge carbon reduction solutions, offering software and hardware systems that help businesses track and cut emissions by up to 25%, according to pilot program results. With a committed team of approximately 35 employees and \$7M in annual revenue, they've built a reputation in the Northwest for sustainable tech that aligns with corporate ESG goals. Operating in an environmentally conscious region, they aim to expand into broader markets, secure high-value contracts, and grow into a \$15M leader in the climate tech sector.

## BUSINESS CHALLENGES

- Low lead volume: 12 per month, mostly small firms, unfit for \$100K+ carbon deals.
- High CAC: \$1,300 per client, slashing profits on \$150K average projects.
- Slow outreach: 20 hours weekly chasing leads, delaying system updates.
- Competition: Larger climate firms grabbed big corporate contracts.

## OBJECTIVES

- Increase leads to 40+ monthly, targeting \$100K+ deals from sustainability-focused firms.
- Reduce CAC to \$420, freeing funds for tech upgrades and hires.
- Hit 90% lead fit for businesses with 100+ staff needing carbon tools.
- Cut outreach time by 70%, focusing team on development and pitches.

## SOLUTION

Our AutoReach Pro initiative:

- Targeted 2,300+ sustainability officers at firms with 100+ staff seeking emissions cuts.
- Ran 4-touch campaign: LinkedIn pitches with reduction stats, emails with case studies, SMS demo invites, follow-ups for non-responders.
- Used AI scoring to reach 90% lead fit, cut weak chases by 75%.
- Synced with Salesforce, automated tracking, sped up sales handoffs.

## RESULT AND BENEFITS

- After 7 months (Q3 2023):
- Leads grew from 12 to 40 per month, a 206% rise, filling pipeline with corporate clients.
- CAC fell from \$1,300 to \$420, a 68% drop, funding two new engineers.
- Revenue rose with \$500K corporate deal, \$1.5M more in pipeline.
- Outreach time dropped from 20 to 6 hours weekly, a 70% gain, boosting update speed by 20%.
- \$19K investment returned 40x in revenue, aiming for \$30M target.

"Your outreach system has everything running on it's own and I don't even have to do much to manage it. We've saved a ton of money on marketing and now our whole focus is where it needs to be "

— Owner