UnitedOPS

SMALL BUSINESS CASE STUDY

SOFTWARE AS A SERVICE

Launching outbound with lead enrichment

A SaaS startup connected contact enrichment, email sequencing and follow-up for its first outbound campaign.

REPORTED RESULTS

14	12%+	30%+
sales calls booked in the first 10 days	email reply rate	email open rate

THE CHALLENGE

The team needed a repeatable way to build its first prospect list, complete contact records and manage email follow-ups.

WHAT CHANGED

The workflow enriched contact records through Dropcontact and passed them to Instantly. Make automated follow-ups and handled unsubscribe logic.

OPERATING IMPACT

The startup eliminated manual lead sourcing from its initial outbound workflow.

> *"This system brought our outbound from zero to a fully booked calendar in under two weeks."*
>
> **Founder, VC-Backed SaaS Startup**

SYSTEMS USED Apollo, Dropcontact, Make, Google Sheets, Instantly

DISCUSS A WORKFLOW

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