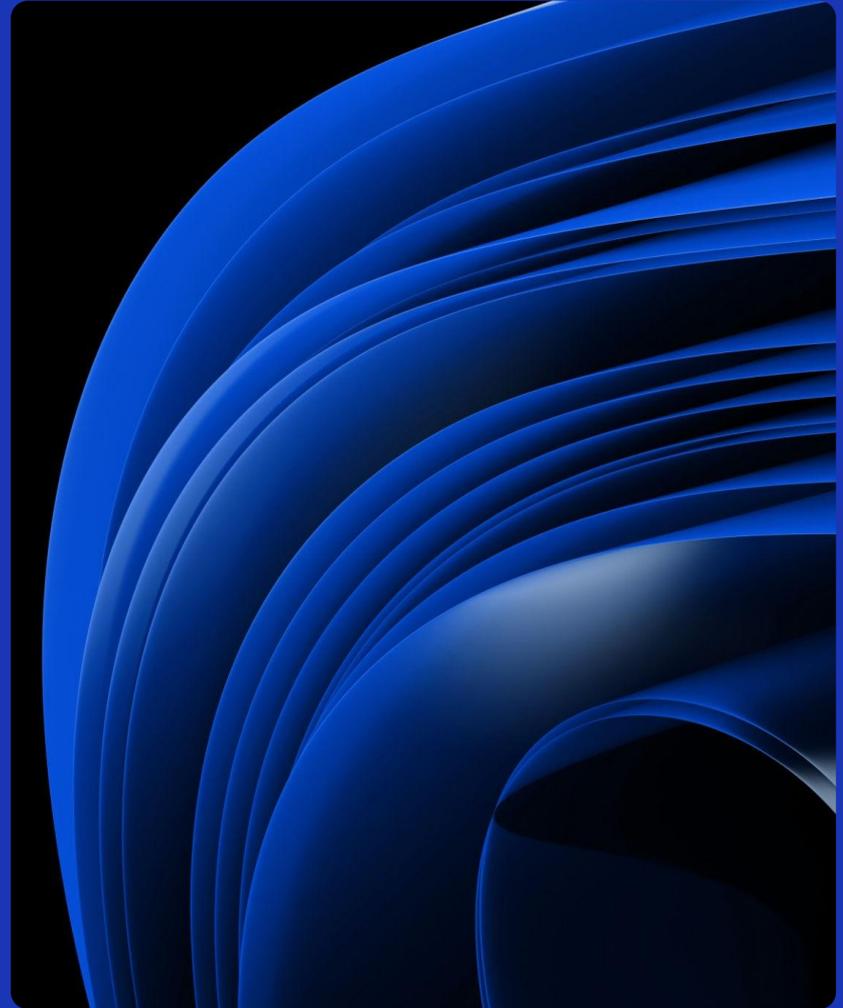


# Case Study: How a Hyperlocal Commerce SaaS company Scaled Sales with Multi channel Engagement

Automating Multi-Channel Sales Engagement for Growth



# 5+ New Demos per week, with \$100k in Pipeline, in just 4 weeks with Outplay

Boosting Conversions with multi-channel outreach



## Challenges Before Outplay

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- **Uncoordinated Outreach** – Emails, calls, and LinkedIn messages were sent separately, making it hard to create **top-of-mind recall** and drive customer responses.
- **Manual LinkedIn Outreach** – While LinkedIn outreach generated replies, it wasn't scalable, and the team often forgot to follow up consistently.
- **Lack of Data Insights** – With outreach spread across multiple tools, there was no clear view of **which prospects had been contacted, when, and through which channel**, making retargeting difficult.

## Solution: Outplay for Automated Dialing & Multi-Channel Engagement

- **Coordinated Outreach** – Outplay **automated** emails, calls, and LinkedIn, ensuring a **synchronized strategy** that improved recall and response rates.
- **Scalable LinkedIn Outreach** – Outplay **enabled automated LinkedIn reachouts**, allowing the team to message more prospects and follow up consistently.
- **Centralized Data Tracking** – Outplay **unified all outreach data**, eliminating confusion and making **re-targeting seamless**.

## Results Achieved in 6 Months

- **5 New Demos Per Week & \$100K Pipeline in 4 Weeks** : Multi-channel automation led to a consistent increase in demos and a strong pipeline growth.
- **50% Reduction in Manual Effort** : Automating emails, LinkedIn outreach, and calls freed up time for strategic selling.

