

## Goal

Build an account-based SDR program that could successfully target enterprise CPG & Retail accounts

## Approach

1. We worked closely with the sales & marketing team to develop target accounts & plays. Together, we had 3 extremely successful plays
2. Direct Mail - In 3 months, we booked 18 meetings and closed 1 deal with Kellogg's
3. Client Evangelization - Working closely with a client champion, we hosted a virtual lunch & learn to share more about how they use the software. We promoted this to contacts at various brands under the larger parent company umbrella. We generated 5 opportunities and closed a deal with NBC
4. Account-Based - Targeting key accounts with personalized messaging, we booked 60 meetings and closed 1 deal.



**\$400k  
closed ARR**

## Results

- Closed \$400k ARR
- 80 meetings booked
- 8x ROI
- 1 year working together