

## Goal

Propeller Bonds is on a mission to digitize the surety bonds process. Their goal is to capture as much market share as fast as possible.

## Approach

1. Propeller Bonds partners with several alliances that gave us permission to target the alliance members in our outreach.
2. Leadlio assigned Ana to run outbound email campaigns, book demos, & even sign up new customers.
3. Using ZoomInfo for data enrichment, Reply.io for email automation, and connecting everything in Hubspot, we hit the gas

## Results

- 674 leads passed / demos booked
- 355 new customers
- 9 months working together



**355 new  
customers**

“As an early-stage startup looking to scale, we needed to take action on our outbound process quickly. Rather than hiring and ramping a team internally, I wanted to start by outsourcing this with a proven industry leader. Leadlio enabled us to hit the ground running. Their expertise, service, and iterative approach to outbound has been a game-changer for us.”



**Danny Goff**  
Director of Sales