

# EV battery testing solution

Leadlio

66+

Accounts Targeted

30%

Conversion Rate

20

Meetings Booked

\$4M

pipeline generated

With an incredibly small TAM (total addressable market) of 50 - 100 accounts and average deal size at \$500k+, our goal was to book 4 meetings per month. Our targets were people responsible for EV battery testing at EV (electric vehicle) manufacturers.

Our team built the account list and researched each account to understand their plans around EV production. From there, we reached out via email, LinkedIn, and phone using personalized outreach based on our research.

In 5 months, we targeted 66 accounts, booked 20 meetings, and generated \$4m in pipeline. Right at our goal.

## Timeline

- 5 months

## Target Industries

- EV manufacturers

## Target Titles

- Battery test engineering
- Test Engineering
- Engineering & Manufacturing

## Technologies Used

- ZoomInfo
- Reply
- Sales Navigator
- Hubspot

## Leadlio Team



Aaron - CEO



Shaun - COO



Ana - SDR