

139 SALES-QUALIFIED MEETINGS BOOKED FOR A NICHE IOT SERVICE PROVIDER

CLIENT OVERVIEW

Industry
TECHNOLOGY

SOLUTIONS

Water Damage Restoration, Fire Damage Restoration, Climate Control, Document Recovery, Leak Detection, Mold Remediation, Construction Drying

Location
USA

ABOUT

The client is an engineered solutions provider specializing in controlling and preventing the effects of climate and water on indoor spaces. As a global expert in property damage control, the client offers its customers turnkey solutions that combine IoT technology, state-of-the-art equipment, and technical and operational expertise to achieve and maintain ideal indoor conditions.

Company size
72 EMPLOYEES

OBJECTIVES





PRIMARY GOAL

Streamline business development in the US market by increasing the number of qualified leads and booked meetings flowing through the client's pipeline



SECONDARY GOAL

Enhance brand recognition and service reach

PROJECT OVERVIEW

-  **TARGET LOCATION** USA
-  **TARGET INDUSTRY** Construction and Architecture
-  **TARGET BUYERS** Directors, Presidents, and Executives of Sustainability, Risk Management, Project Management, Innovation and Preconstruction
-  **SERVICE PROVIDED** Lead Generation and Appointment Setting

THE CHALLENGES







-  Prospecting in a relatively niche market with a long sales cycle contributed to a slower-than-desired growth rate
-  While globally recognized, the client's limited brand awareness in the US market made it more difficult to generate business through local referrals and organic channels

THE STRATEGY

OVERVIEW

By working as an extension of the client's team, Martal implemented a targeted outbound strategy to identify and engage key decision-makers in the construction, architecture, and property management industries.

KEY ACTIONS

-  Leveraged buying intent and psychographic data to build targeted lead lists
-  Created personalized email campaigns to educate prospects and introduce services
-  Networked with target decision-makers on LinkedIn to build rapport and boost engagement
-  Conducted follow-up calls to nurture active leads in the pipeline further
-  Booked sales-qualified meetings directly to the client team's calendar
-  Promoted the client's webinars to raise awareness and increase attendance

THE RESULTS

IN 24 MONTHS, MARTAL GENERATED:

440
Leads

117
MQLs

203
SQLs

139
Booked Meetings

WHY THIS TECH COMPANY CHOSE MARTAL

"I researched several companies that could help augment our in-house sales team while we went to market with new technology and services. I held calls with several and heard their proposals and price structure. We liked Martal the best for a few reasons: professional North American reps, a simple project approach, did not spoof our employees, and a flexible and reasonable price model. Also, they had an excellent experience with our ICP and understood our technology and challenge well."



Deanna Talbot
Director of Marketing, Climate Solutions Provider

[Read the full review on Clutch](#)