



Emerald Cove Case Study

- **Client**
Daniel Stephenson
- **Niche**
Marketing
- **Year**
2021
- **Website**
<https://www.emeraldcoveco.com>



3220
Prospects



337
Conversations



39
Appointments

Customer Story

Emerald Cove is a B2B digital marketing company that helps other companies to increase their sales. They have helped TalkTalk, Petplan pet insurance, LNER trains, Renault, Dacia, and Red5 gadget shop to beat their sales targets and enjoy profitable success.

But they required assistance in generating leads for themselves.

Emerald Cove saw tremendous growth while working with Exotto through a data-driven approach, customized email marketing, comprehensive lead-generation strategies, and collaborative contact.



In six weeks, EXOTTO helped Emerald Cove to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Target SaaS Product Owners such as CEOs, Founders, Directors, etc.
- ✓ Generate leads of the decision-makers in companies with 1-50 employees.

The Solution

- Generated leads of SaaS product owners.
- Developed an outreach strategy to understand potential clients.
- Examined the target audience and made an email and LinkedIn campaign.

The Results

- 39 Appointments
- 337 Conversations
- Outreached 3220 Prospects

