

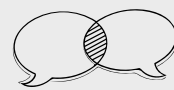


Leadco Case Study

- **Client**
Guillaume Godbout
- **Niche**
Marketing And Advertising
- **Year**
2022
- **Website**
<https://leadco.io/>



3100
Prospects



128
Conversations



19
Appointments

Customer Story

Leadco is a lead-generation B2B service provider marketing company helping businesses generate potential leads and increase their customer base. They employ various strategies and techniques to identify and attract individuals or organizations that have expressed interest in a particular product or service.

They were struggling with generating new leads for their business. That's when Exotto stepped in. After collaborating with Exotto, Leadco achieved the numbers they aimed for.



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

The Challenge

- ✓ Target B2B service providers.
- ✓ Develop a campaign to contact decision-makers of companies having 1-50 employees.

The Solution

- Carried out a LinkedIn campaign targeting managers in firms in the US and Canada.
- Performed A/B testing.

The Results

- 19 Appointments
- 128 Conversations
- Outreached 3100 Prospects