

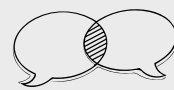


Monarchrei Group Case Study

- **Client**
Dalton Alfortish
- **Niche**
CRE Analyst/Brokers
- **Year**
2021
- **Website**
<http://www.monarchleads.com>



3110
Prospects



228
Conversations



70
Appointments

Customer Story

Monarchrei Group is a team of young, ambitious, and hungry marketing experts eager to build long-term connections with companies that they believe have the potential to flourish.

Their primary goal was to increase lead generation through email correspondence with commercial real estate analysts and brokers across the United States.

Through the collaborative efforts of MonarchREI Group and Exotto, they witnessed substantial growth in their real estate portfolio, higher profitability, and increased investor confidence. Exotto scheduled 70 appointments and was able to connect with 250+ prospects.



In just six weeks, EXOTTO helped Monarchrei Group to create a pipeline of continuous, compelling prospects.

The Challenge

- ✓ Generate leads via email by communicating with CRE analysts.
- ✓ Generate leads via email by communicating with brokers in the United States.

The Solution

- Launched multiple prospecting Email campaigns.
- Performed A/B testing to optimize creativity.
- Identified the best approach to drive the highest CTR and conversion rates.
- Our target audience included CRE investors or CRE acquisitions associates for the value-add, discounted RV, MHP, self-storage, and multifamily projects.

The Results

- 70 Appointments
- 228 Conversations
- 3110 Prospects Outreached

