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LEADCO CASE STUDY



3100
Prospects



128
Conversations



19
Appointments

- **Client**
Guillaume Godbout
- **Niche**
Marketing And Advertising
- **Year**
2022
- **Website**
www.leadco.io

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.

Challenge

Leadco's main challenge was scaling their lead generation efforts to reach decision-makers in companies with 1-50 employees. Specifically, their objectives included:

- Targeting B2B service providers.
- Building a campaign to tie in critical decision makers like managers and directors up to small and medium-sized enterprises.
- Generating qualified leads that could convert into appointments and eventual sales opportunities.

The complexity of reaching a highly specific target audience required a strategic approach to ensure meaningful engagement and measurable results.

The Results

- 19 Appointments
- 128 Conversations
- Outreached 3100 Prospects

“ *By partnering with Exotto, Leadco overcame challenges, achieved exceptional results, and solidified its position in the market.* ”