PREDICTABLE GROWTH

GROWTH

&

eXotto

PREDICTABLE GROWTH
CASE STUDY

22386
Prospects

1718
Conversations

217
Appointments

- **Client**
  Kevin Roveda

- **Niche**
  Digital Transformation

- **Year**
  2021-22

- **Website**
  www.predictablegrowth.io

The Solution

Predictable Growth faced three major challenges:

Target the Right Audience:
They needed to identify and engage digital transformation companies specializing in industries like Computer Network Security, Computer Software, Information Technology & Services, Internet, Management Consulting, and Marketing and Advertising.

Connect with Decision-Makers:
Reaching US-based CEOs, business owners, and other key decision-makers was critical to expanding their network and generating leads.

Streamline Outreach Efforts:
Predictable Growth aimed to go beyond traditional methods by automating its marketing and sales operations for efficiency and scalability.

The Results

- **217** Appointments
- **1718** Conversations
- Outreached **22386** Prospects

Customer Story

Predictable Growth is a B2B media brand and tech consultancy with a mission to empower ambitious, bootstrapped B2B service companies to achieve growth on their terms. They provide a faster, simpler, and more humane approach to business expansion, offering an alternative to traditional methods that often demand significant hiring or compromise on mental well-being.

Their goal was to grow their audience and connect with digital transformation companies—organizations that sought to break free from reliance on referrals by automating their marketing and sales operations. They envisioned reaching companies in highly specialized industries like Computer Network Security, Computer Software, Information Technology & Services, Internet, Management Consulting, Marketing, and Advertising.

And guess what? In just eight months, the client got their desired numbers.

Challenge

Exotto partnered with Predictable Growth to design and implement a tailored outreach strategy.

Comprehensive Audience Analysis:
We've ventured into the depths studying how and why certain potential clients of Predictable Growth seek out the services of the business so as to be catered for.

Targeted Outreach Campaigns:
Using the insights from our research, we created customized email and LinkedIn campaigns. These campaigns were crafted to resonate with the target audience, ensuring the right message reached the right users.

Automation for Efficiency:
By leveraging marketing and sales automation tools, we streamlined outreach efforts, enabling Predictable Growth to focus on building meaningful connections with prospects.

Witness the transformative power of Exotto's solution as Predictable Growth experiences remarkable success, driving predictable growth and positioning themselves for long-term prosperity.