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B2B CAPITAL CASE STUDY



9440
Prospects



420
Conversations



191
Appointments

- **Client**
Travis
- **Niche**
Financial advisory and M&A
- **Year**
2024
- **Website**
<http://www.b2bcapital.ch/>

Customer Story

B2B Capital is a leader in high-risk corporate finance, mergers & acquisitions, negotiation, and corporate restructuring. They have experience in strategic negotiation consulting to handling multi-billion-dollar restructuring mandates, providing their clients the best possible outcome for complex financial and corporate transitions.

With a focus on high-revenue companies, i.e., technology firms with a minimum of \$1 million in annual recurring revenue (ARR) and non-technology firms with a minimum of \$5 million in annual revenue, B2B Capital required a focused and targeted strategy to reach the right decision-makers.

Hence, they collaborated with Exotto to improve their outreach strategy and communicate effectively with top-level executives.

The Solution

Strategic Research: Exotto carried out extensive research to establish B2B Capital's Ideal Customer Profiles (ICPs), review industry trends, and develop a data-driven outreach plan.

Email & LinkedIn Campaigns: We created and launched targeted email and LinkedIn outreach campaigns designed for C-level executives and business owners. We also optimized messages, and subject lines, and segmented the audience to achieve higher results and engagement.

Engagement & Follow-ups: Exotto started valuable conversations with decision-makers, building relationships and converting engaged prospects into high-value appointments.

Challenge

- Difficulty in reaching high-level decision-makers like Founder, Co-founder, "C-Suite" (e.g., CEO, COO, CTO), Owner, Partner, Managing Director, General Manager, President, Vice President.
- Needed a strategic outreach plan to engage businesses that require financial advisory and M&A services.
- Required highly customized engagement tactics to turn high-value leads into meetings.

The Results

- **191 Appointments**
- **420 Conversations**
- **Outreached 9440 Prospects**

“*After collaborating with Exotto, B2B Capital was able to interact with individuals of their right ICPs and gained valuable business opportunities.*”