



## CASE STUDY

# 171 LEADS, 11 MONTHS: ACCELERATING GROWTH IN HEALTHCARE TECH

A healthcare technology startup developed an innovative platform to help home care agencies manage caregiver credentials and training while connecting caregivers with open shifts. As a growing company in a competitive space, they needed a scalable lead generation strategy to expand their user base and drive adoption in key markets.

## AMBITIOUS GROWTH TARGETS

The startup set ambitious growth targets but needed a steady flow of qualified leads to convert into paying clients. With a focus on expanding in Ohio, New York, New Jersey, and Pennsylvania, they required a flexible sales and marketing approach that could rapidly adapt to evolving business needs. Their internal team needed a scalable, data-driven strategy to reach the right prospects efficiently.

## A MULTICHANNEL STRATEGY

Members of our team developed a full-cycle lead generation strategy to drive engagement and conversions. Through targeted phone outreach, personalized email sequences, and social media advertising, prospects were nurtured at multiple touchpoints. High-value content, including SEO-optimized blogs and sales materials, reinforced the client's messaging and credibility.

By continuously refining outreach based on performance data, our team helped the startup scale efficiently and reach key decision-makers.

## 171 QUALIFIED LEADS IN 11 MONTHS

Over the course of 11 months, members of our team generated 171 qualified leads, surpassing initial expectations. These leads helped the client's sales team expand their presence in key markets and convert more prospects into paying customers. Increased platform adoption enabled the startup to hit critical business milestones and secure additional investment, positioning them for long-term growth.

## AT A GLANCE

### Challenge

- Breaking into competitive markets with a scalable sales strategy

### Solution

- Multichannel lead generation
- Phone outreach
- Email campaigns
- Digital marketing

### Results

- 171 qualified leads in 11 months

*Expanding into competitive markets required a scalable sales process—171 leads later, this startup is accelerating growth and securing new investments.*

**171 LEADS IN 11 MONTHS—IMAGINE  
WHAT'S POSSIBLE FOR YOU.**

**LET'S GET STARTED**