

# CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.



## CounterFind

### *Computer Software*

Counterfeit merchandise is a significant problem in the Sports and Entertainment industries. As a result, CounterFind developed a service that inhibits the sales of these goods by eliminating their marketing in large online marketplaces. Their unique combination of image recognition software and extensive industry knowledge allows a merchandiser to hunt down, report and remove listings of counterfeit products on Facebook and Amazon.

“

Add Quote here

”

Name & Surname  
Title



## CHALLENGE

### THE CHALLENGE

CounterFind needed to find relevant contacts within the legal department of merchandising and brand companies who deal with counterfeit cases. They needed to generate engagement that ultimately would lead to a call or meeting with them.

# SOLUTION

## THE SOLUTION

*Growthonics provides a successful path to sales by managing the sales funnel from booked prospects to meetings booked.*

### 1. Sourcing

- A Growthonics Account Manager worked with CounterFind to better understand their perfect lead profile. With this we created the optimum strategy to source the best leads as effectively as possible.

### 2. Enrichment

- Together with technology and human skills, Growthonics Analysts worked full time to identify and verify leads that precisely matched CounterFind's unique requirements.

### 3. Outreach

- The Growthonics Outbound Team crafted the perfect 4-touch email campaign. By optimizing it regularly we ensured that the highest possible number of responses were received.

### 4. Development

- Growthonics enabled CounterFind's sales executives to engage positively with the daily influx of leads in their CRM Database. They also continued to enrich the contact history information.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

# RESULTS

## THE RESULTS



**1 week**  
ONBOARDING

Our teams at Growthonics ensured a 1week ramp up time to ensure that the necessary processes were in place and taking into effect so as to ensure positive engagement, high levels of email open rate and quality leads.



**1000+**  
LEADS FOUND PER MONTH

We sourced and generated more than 1000 positive leads per month for CounterFind based on their needs and ideal client persona.



**4%**  
POSITIVE ENGAGEMENT RATE

With a dedicated campaign team to manage and optimise campaign results, we helped to track and log responses in order to optimise reply rates achieving a 4% positive response rate.