

# CLIENT SUCCESS STORY

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



## Spotify Business

### Music streaming

Growthonics helped build and scale Spotify Business' Sales Development Team. We managed their sales funnel from cold prospects to booked meetings. Spotify's outsourced solution requirements was to gain flexibility to source leads across different markets and to scale their off-shore team based on in-house demand.



“Growthonics has been a huge help in allowing us to expand into the UK. I would recommend Growthonics to any company wanting to accelerate growth and build their sales pipelines”



**Daniel Shearman**  
Head of Sales - UK



## CHALLENGE

### THE CHALLENGE

Spotify Business provides an advanced music streaming platform for businesses to create brand-fitted soundtracks to help increase customer engagement. They needed an effective way to generate meetings for their in-house sales teams across Europe and therefore decided on an outsource solution. Spotify Business needed to gain the flexibility to source leads across different markets and needed to scale their offshore team based on in-house demand.

# SOLUTION

## THE SOLUTION

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

### 1. Sourcing

- Growthonics Sales Development Analysts helped Spotify source highly targeted leads and build qualified lists from LinkedIn, based on their ideal customer profile.

### 2. Enrichment

- By working tirelessly to ensure that Spotify's databases were kept up to date, Growthonics' Analysts recorded leads and contact information into spreadsheets which Spotify's sales team could view.

### 3. Outreach

- Our expert analysts created a bespoke outbound strategy for Spotify consisting of automated campaigns. These campaigns contained sourced data written by specialist copywriters to deliver positive customer engagement.

### 4. Development

- Our team at Growthonics enabled Spotify's Business' sales reps to successfully engage with the daily influx of positive leads and meetings into their pipeline allowing them to focus on selling.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

# RESULTS

## THE RESULTS



**2 weeks**

ONBOARDING

At Growthonics we ensured the shortest path to ramping. We did this by ensuring positive engagement and high levels of email open rate.



**3000+**

LEADS FOUND PER MONTH

Our teams generated and sourced leads that were validated and fitted Spotify's ideal client persona. The leads ensured that they have a scalable pipeline.



**42%**

OPEN RATE

Our specialist managed Spotify's outbound email campaigns which also gave them access to the best automation tools on the market, giving them high visibility and high levels of email open rates.



**7%**

POSITIVE ENGAGEMENT RATE

With a dedicated campaign team to manage and optimise campaign results, Growthonics helped to track and log responses in order to optimise reply rates.