PROVIDING THE LARGEST NUMBER OF LEAD OPPORTUNITIES

guidance

THE CLIENT

Guidance is a customer centric commerce service provider dedicated to growth oriented mid-market and enterprise branded manufacturers and merchants in both B2C and B2B with industry leading practices in multichannel retail strategies, optimization, mobile, customer experience, innovative design, and complex system integration. Guidance is obsessed with innovation and digital commerce and takes great pride in the critical role they play in helping their clients achieve commercial success.

A NEW WAY OF OUTSOURCING GROWTH

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THE CHALLENGE

Market Republic was tasked with finding contacts from companies in about 20 industries.

Some of these industries include retail, wholesale, manufacturing, automotive, consumer goods, health and fitness, luxury goods, sporting goods, etc. Such a broad landscape of industries and companies within them would require a lot of time for a company, but for a specialized lead generation agency with its own research team it was not an issue.

Market Republic was also assigned the task of writing compelling cold sales email threads that will attract Guidance's prospects and convert them into clients. Since we have expertise in writing superb cold sales emails it was only the matter of adjusting them to Guidance's needs.

> Prior to working with Market Republic, we had not used any vendors for lead gen. We were responsible for everything internally, but did not have the bandwidth or resources available to handle these tasks without losing productivity as a sales organization. After evaluating multiple vendors, we chose Market Republic due to their defined process, company values, quality of references, and our expected return on investment."

David Zimmerman
Director of Client Solutions at Guidance

THE RESULT

39

sales qualified opportunities and 11 new clients in 2017 alone

During the two years Guidance has been outsourcing its lead generation to Market Republic, we have been using proprietary tools and procedures to create a list of companies which fulfill Ideal Customer Profile set by Guidance.

We filled sales lead lists with relevant contacts based on seniority level, job title, department, etc. In total we found 5,500 suitable companies and generated 16,000 leads.

If we consider that the calendar year has approximately 260 working days, it means their sales reps had about 30 fresh B2B leads to work with every single day.

> I am very grateful for the opportunity to work with Market Republic. From the first day we started, they became an extension of our team, and they truly care about accelerating our processes and growing our business. I'm thankful for the support that they've provided, and have formed valuable working relationships and friendships as well. I highly recommend them to any organization that is looking to enhance their lead generation capabilities."

David Zimmerman
Director of Client Solutions at Guidance

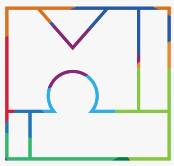
In 2017 only, the data we provided helped generate 39 sales qualified opportunities out of a total of 122, which was 32% of Guidence's new business pipeline! This, by far, was the largest lead source for new opportunities, more than the opportunities from their website, their partner network, events, client referrals, etc.

Market Republic helped Guidance to win 11 new clients in 2017 alone. Not only did these wins include large e-commerce implementations, but also smaller strategic engagements that will develop into larger implementations and ongoing opportunities in the future.

30

fresh B2B leads to work with every single day

This, by far, was **THE LARGEST LEAD SOURCE FOR NEW OPPORTUNITIES**, more than the opportunities from Guidance's website, Guidance partner network, events, client referrals, etc.



EMPOWER YOUR GROWTH NOW