

## CASE STUDY

# Driving Revenue Growth and Lead Generation



### Inconsistent Leads and Revenue Growth

Big Time Advertising sought to enhance their lead generation efforts for nationwide marketing campaigns. Despite their expertise and proven track record, **they faced the challenge of inconsistent lead volumes, limiting their ability to maximize ROI and achieve substantial revenue growth.** Enter Outbound SDR.



### A Proven Process

Outbound SDR stepped in to address those pain points. Leveraging our proven process, **we devised a comprehensive strategy to boost lead generation and drive tangible results.** By implementing targeted outbound SDR techniques, we ultimately increased lead volumes and started closing more deals.



### Revenue Like Never Before

During the partnership, Outbound SDR generated 78 leads for Big Time Advertising and Marketing, resulting in two closed deals. Additionally, we have helped them send out six proposals to potential clients, further expanding their business opportunities. **The sales generated from the collaboration with Abstrakt amounted to nearly \$30,000!**

### About Outbound SDR

We are a division of Abstrakt Marketing Group, an award-winning B2B lead generation company with more than a decade of experience growing businesses. Our high-performing experts build predictable sales pipelines and nurture relationships with prospects that meet your ideal customer profile.

### About Our Client

Big Time Advertising and Marketing creates organized, cohesive marketing strategies for clients across the country. They're a prominent player in the automotive industry that achieves consistent and substantial top tier results.

Grow your business with a **proven process** for lead generation. Join forces with **Outbound SDR.**



info@outbound-sdr.com | 314-266-5809  
abstraktmg.com