CUSTOMER CASE STUDY

THE JOURNEY TO ROI

Computer Software

This Reveneer customer sells a wide variety of software products in the media and entertainment industry. While their BDR infrastructure was successful with their enterprise accounts, they weren't as well suited to penetrate the small- and mid-size accounts. In order to support the lead generation of their Tier 1 and Tier 2 products, they sought out Reveneer to design, build, and manage, a fully dedicated team of two SDRs. After successfully reshaping their lead generation process to support the growth of the company, the team expanded two different times to triple the initial team size allowing them to take on selling more of their products. Here's a summary of that team's production and how it delivered ROI for our customer:

Industry
Computer Software

Vertical
Media & Enterainment

Buyer Persona
IT, Media

Average Deal Size
25K

Average Sales Cycle
3-6 Months

Team Size
2-6 BDRs

Investment
$498,000

Reveneer Closed
$3,101,415

Reveneer Pipeline
$14,937,768

ROI in 1.25 year timeline

Quarter	Investment	Reveneer Closed	Reveneer Pipeline
Q3 2019	$60,000	$16,316	$1,347,669
Q4 2019	$120,000	$430,735	$7,004,295
Q1 2020	$228,000	$1,508,983	$9,681,686
Q2 2020	$336,000	$2,392,638	$12,892,993
Q3 2020	$498,000	$3,101,415	$14,937,768

O Customer Investment   **✗ Deals Closed by Reveneer**