


CUSTOMER CASE STUDY


# THE JOURNEY TO ROI

## Information Technology & Services


Our customer was facing an aggressive plan to grow revenue. They knew based on past experience, that their inbound lead generation programs were not going to be able to deliver enough pipeline to allow them to hit their targets. In addition, they were reluctant to hire, train, and ramp an SDR team of their own, having failed at that before due to high turnover. For these reasons, they enlisted Reveneer to design, build, and manage a fully dedicated, white-labeled SDR team as a service. Here's a summary of that team's production, and how it delivered an ROI for our customer:

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**Industry**  
**Technology & Services**


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**Vertical**  
**AEC, Gaming**


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**Buyer Persona**  
**CIO & IT**


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**Average Deal Size**  
**100K**


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**Average Sales Cycle**  
**6-9 Months**


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**Team Size**  
**4 BDRs**


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**Investment**  
**\$775,000**

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**Reveneer Closed**  
**\$1,664,240**

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**Reveneer Pipeline**  
**\$46,713,909**

### ROI in 1.5 year timeline

Quarter	Investment	Reveneer Closed Won	Reveneer Pipeline
Q1 2019	\$160,000	\$0	\$5,120,211
Q2 2019	\$283,000	\$101,225	\$12,609,822
Q3 2019	\$406,000	\$306,896	\$22,147,021
Q4 2019	\$529,000	\$559,191	\$29,213,944
Q1 2020	\$652,000	\$1,322,226	\$35,710,368
Q2 2020	\$775,000	\$1,664,249	\$46,713,909

○ Customer Investment      ✕ Deals Closed by Reveneer

