

From Inbound Only to a Thriving Outbound Funnel

THE CHALLENGE: As WiseStamp moved upmarket from solopreneurs to small & mid-sized businesses, new means of outbound lead generation were essential.

WiseStamp already had a solid inbound funnel generating thousands of new customers within the micro-business sector, but a new product catering to larger organizations challenged the Marketing and Sales Teams to build a brand new outbound funnel.

THE SOLUTION: RightBound's autonomous prospecting engine created a thriving outbound pipeline with solid ROI and conversions within a couple of weeks.

"RightBound delivered positive ROI almost immediately. We went from zero outbound activity to a strong pipeline with several closed-won deals within weeks."

- Daniel Zweig, Head of Marketing



HOW RIGHTBOUD HELPED WISESTAMP ACHIEVE A SOLID PIPELINE

1 RightBound's customer success provided consultation on outreach cadence, messaging, and tactics.

RightBound guided the WiseStamp team in creating campaigns, including customized and personalized emails per target segment, and a variety of messages and CTAs to achieve a high level of prospect engagement.

2 Automated prospecting engine identified the most optimal target audience and collected the data on prospects.

"For companies with limited SDR resources like us, searching for prospects and scraping their information is almost impossible without RightBound."
The engine could reach data sources otherwise unavailable to WiseStamp and gather a large pool of highly suited prospects for their product.

WiseStamp exceeded industry benchmarks:

10K+

Targeted accounts

50%

Of replies converted to meetings

7.0%

Of prospects booked demos

3 Customized outreach emails were sent out thanks to RightBound's data retrieval capabilities.

An effective method of selling email signature software is to show a prospect what their signature can look like. RightBound could fetch data such as role and company logo - plug into emails a personalized designed signature- driving click rates of 8.5% - higher than any other marketing channel.

4 Warm leads were fed into the CRM based on predefined engagement levels.

Thanks to RightBound's engine flexibility, WiseStamp defined the level of engagement that would constitute a qualified lead. The autonomous engine prioritized leads based on this score and fed all information directly into the CRM.

5 Continuous playbook optimization to increase response rates and accelerate lead generation.

RightBound's AI helped WiseStamp analyze their outreach cadence and provided input and feedback to messaging, target audience, and content optimization. For example, based on an analysis of customer responses, a suggestion was made to add pricing information to some of the emails, driving a higher response rate.

"With a tight definition of target accounts, the right amount of personalization vs. automation, and the Sales team investing in ripe leads - we made it happen"

27%
engagement rate
of target prospects

Segmented,
Personalized,
Automated.

