

An Incremental Outbound Engine for Revenue Growth

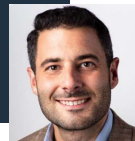
THE CHALLENGE: SundaySky needed to significantly boost outbound efforts to deliver continuous feed of sale opportunities supporting the company's growth objectives.

Considering that the outbound team had limited resources, prioritization was fundamental and sales development efforts had to be conveyed towards conversions rather than time-consuming researching and prospecting.

THE SOLUTION: RightBound's autonomous prospecting engine enabled SundaySky to prospect efficiently and effectively. The solution included a **complete mapping of target accounts, automation of prospects' engagement**, freeing precious time for SDRs to focus on **meetings and opportunities** rather than routine manual tasks.

"RightBound was an enhancing addition to our current sales stack and process, seamlessly pushing engaged prospects into our SalesLoft"

Dan Sylvester, VP National Accounts



WHY RIGHTBOUND, IN SUNDAYSKY'S WORDS



Over 80% data accuracy

"We consistently see better data with RightBound compared to other data providers. Reaching the right personas, in relevant companies, with correct emails and direct phone numbers, achieving way above 80% accuracy."



Outbound sales ramp up

"RightBound helped us start a new outbound operation, with a great return on investment in only a few months time."



Opening new market opportunities

"We started applying RightBound's solution to our Mid-Market sales and then expanded the usage to Enterprise accounts as well."



White glove service

"The customer service is amazing — incredibly responsive, made of real experts in outbound sales, always going above and beyond."

30K

Targeted
Accounts

15x

target market reach
expansion

(from 2K before RightBound)

30%

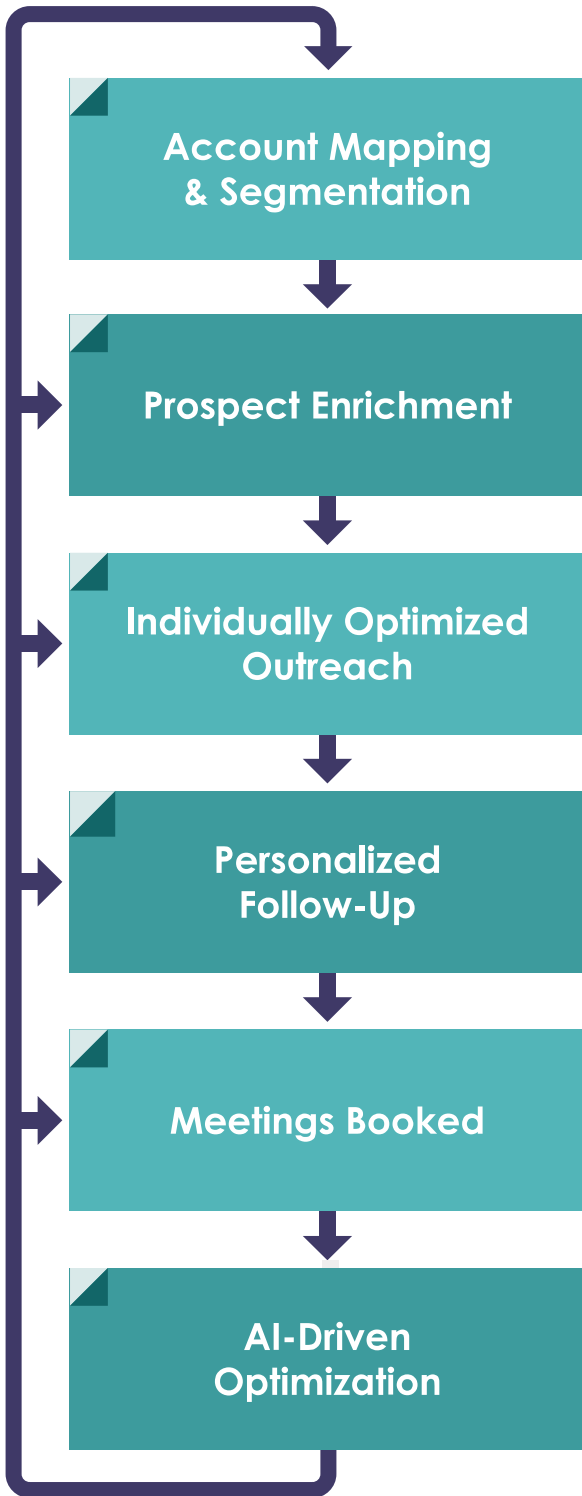
Engagement
Rate

10%

Connect
Rate

4.0%

Response
Rate



The core **Total Addressable Market (TAM) and personas** are **constantly mapped and optimized** according to results from previous campaigns. SundaySky was able to address a new vertical with a dedicated campaign within days.

RightBound's prospecting engine **continuously finds and enriches prospects according to the Ideal Customer Profile (ICP)**. Besides an extended TAM, SundaySky could reach out to additional user-personas — not only business unit leaders and executives, but also marketing, creative, and designers.

Effective outreach campaigns delivered **targeted content through multi-channel cadences**. Channels, formats, timing and messaging are all autonomously optimized based on individual prospect's behaviour and past engagements.

Prospects engaged by RightBound are automatically assigned to **a cadence within SalesLoft**, already routed to the relevant SDR for a timely, contextual 1:1 follow-up, based on SundaySky territories.

Being able to focus on relationship building, SDRs gained **higher motivation**. New **SDR onboarding** was drastically shortened. Time and energy shifted from research and outreach towards following up and setting meetings.

RightBound's algorithm continuously **optimized the complete process** based on actual sales outcome, fine-tuning every step of the funnel.



“RightBound facilitated penetrating into a new vertical, generating a pool of 4,000 relevant prospects within days, and targeting them with a personalized offering — something that would have previously taken us months to achieve.”

SundaySky enables the world's most demanding brands to **deliver video-powered** experiences that drive breakthrough outcomes across **customer journeys** and generate unique digital experiences.