

gridlines

CASE STUDY



Your Intelligent Data Extraction Assistant A Chatbot Tailored to Your Workflow

FOR MORE INFORMATION,
CONTACT US

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gridlines

Client:

Gridline

Year

2021

Category:

Software Development

Revenue:

\$1M

ABOUT CILENT

Gridlines is a software company that helps financial professionals stay organized and efficient. Gridlines innovative solution enables users to keep track of their sources in Excel, ensuring internal organization matches external presentation. Gridline is the only software that allows direct export of charts and tables to Excel, using computer vision to recreate them - saving users from manual re-typing.

PROBLEMS

As a small organization, Gridlines was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

Challenge#1

Gridlines had innovative solutions but needed support in selling its value proposition to the right decision-makers.

Challenge#2

The client lacked the capacity to build a complete sales team to take on a full sales cycle position.

Challenge#3

The client required a partner to identify potential leads, build relationships, and drive growth with key organizations.

FOUR STEPS

THE PATH TO REVENUE

The Path to Revenue of Financial Services" encompasses creating products, identifying markets, promoting and selling, attracting customers, delivering services, collecting payments, managing risks, ensuring compliance, leveraging technology, and retaining customers to drive revenue growth.



Customer-Centric Approach

Marketing Crows help you build strong relationships with personalized, timely, and relevant emails that resonate with your target audience.



Maximize Your Reach

Our expertise ensures 99% email deliverability, getting your message in front of more customers.



Qualified Leads Guaranteed

We guarantee a minimum number of qualified leads per month, ensuring our email marketing services deliver tangible results.



Results-Driven Campaigns

Our clients see an average 25% increase in open rates and 30% boost in conversions with our email marketing services.

SOLUTIONS

Marketing Crows build an effective strategy for Gridline positioning a dedicated Sales team to convert interest into sales. By implementing our proven method, we ensured the achievement of desired results.

1- Targeted Sales Outreach

We identify and target relevant personas from consulting market to Investment banking and analysis, customizing our outbound sales efforts to their specific needs.

2- Ran B2B Email Campaign

Marketing Crows cold email campaigns engage with target persons and companies, helping them build connections and drive sales pipeline growth..

3- Establish their Leads

We help them set up qualified leads, meet and close deals with target organizations.

BENEFITS

Secure **10+ booked demos** in under 3 weeks..

Drive **27 organic sign-ups** for the trial version.

VISITE OUR WEBSITE

<https://marketingcrows.com/>

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Working with Salman Tahir has been great, he's a pleasure to work with! He's extremely knowledgeable and always comes up with great ideas. I'd recommend Salman to anyone!

SHIRAZ KHAN - MANAGING DIRECTOR

WORKING WITH US, PROVISION ACHIEVED A

↑ **1M**

Improvement in REVENUE over 90 days

WORKING WITH US, PROVISION ACHIEVED A

↑ **20**

BOOKED SALES CALLS

A Partnership between



gridlines

