

X Build

CASE STUDY

**You focus on building.
We'll handle everything else.**

XBuild is an AI-powered construction platform that handles estimation, supplementation, and closeout, all automatically for you.

**FOR MORE INFORMATION,
CONTACT US**



+1 (737) 520 3839



contact@x.build



United States

X Build

Client:

XBUILD

Year

2004

Category:

Construction

Revenue:

\$300k

ABOUT CILENT

XBuild is a leading platform in construction technology, leveraging AI to automate estimation, supplementation, and closeout processes. XBuild platform offers comprehensive, photo-centric inspections and generates insurance-ready scopes automatically. Backed by a team of industry experts and advanced technology, XBuild streamlines construction workflows, allowing professionals to focus on delivering exceptional results to their clients.

PROBLEMS

Challenge#1

The company had a skilled sales team but struggled to generate leads and set up meetings with potential customers, lacking a structured approach to outreach and engagement.

Challenge#2

The company needed data insights on construction projects, which were not easily accessible. The lack of information posed a significant challenge to their analysis and project planning.

FOUR STEPS

THE PATH TO REVENUE

"You focus on building. We'll handle everything else" maximizes revenue by streamlining operations, managing logistics, optimizing resources, and enhancing customer satisfaction, allowing you to concentrate on core construction activities.



Value Proposition

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



Optimize Your Visibility

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



Data Driven Leads Generation

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



Proven Track Record

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

SOLUTIONS

1. Targeting prospects:

The Marketing Crows team helped them identify high-value opportunities with target prospects (Roofing sector) from a cold start, using a multi-channel approach for effective communication of the value proposition.

2. Maximizing Meeting Opportunities:

The Marketing Crows set up meetings and generated leads for the sales team, Closing the gap in the company's outreach and engagement strategy.

3. Construction Project Data Insights:

We assisted Xbuild in gathering key data on different construction projects, facilitating thorough project planning and client acquisition strategies.

BENEFITS

The Marketing Crows identified the company's short outreach and average engagement strategy in the roofing industry, helping them surpass these challenges with a multi-channel approach. This results in **+35 leads** generated. Moreover, the meeting success rate improved to **7%**. The insights from data gathering further helped in securing projects.

“

Marketing Crows helped us build our sales funnel and with their structured outreach strategy we were able to book 20 sales calls in the first month

Sharukh Khanna - Co-Founder

WORKING WITH US, PROVISION ACHIEVED A



+35



Improvement in leads generated

WORKING WITH US, PROVISION ACHIEVED A



7%



meeting success rate improved

A Partnership between



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<https://marketingcrows.com/>

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