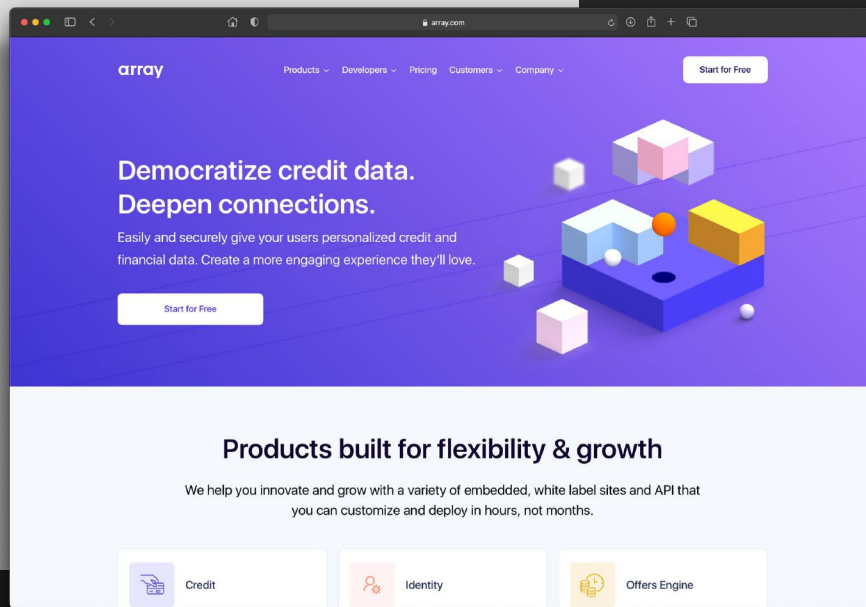


BOOM

DEMAND

CASE STUDIES

array



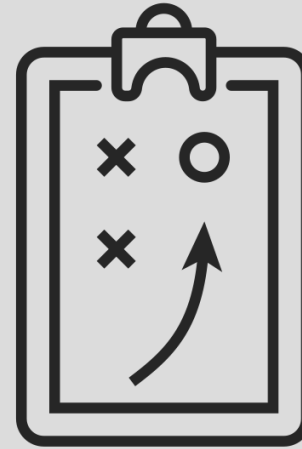
01.

α

Background - Fast growing startup Array builds tools that enable both consumers & developers to gain valuable insight and visibility into credit data, online identity monitoring and tailored consumer marketplace offers.

The Challenge - How to put together a well trained in-house outreach SDR team on a startup's limited budget.

THE STRATEGY



02.

The Strategy - Outbound prospecting requires resources that are not limited to office space, hardware, human resources, onboarding, training, and team oversight. Boom Demand offers cost effective turnkey solutions for all of this which saves time and money.

03.

The Results - In the first 6 months Boom's dedicated SDR's delivered 300 appointments, averaging out to over 40 appointments per month. The Boom Demand team initially projected 20 appointments per month and completely over delivered.

General Manager Matthew Connelly states, "The appointments were high quality and we have been able to capture new revenue producing partners for the company. Boom Demand has helped us get our company launched at a very competitive price."

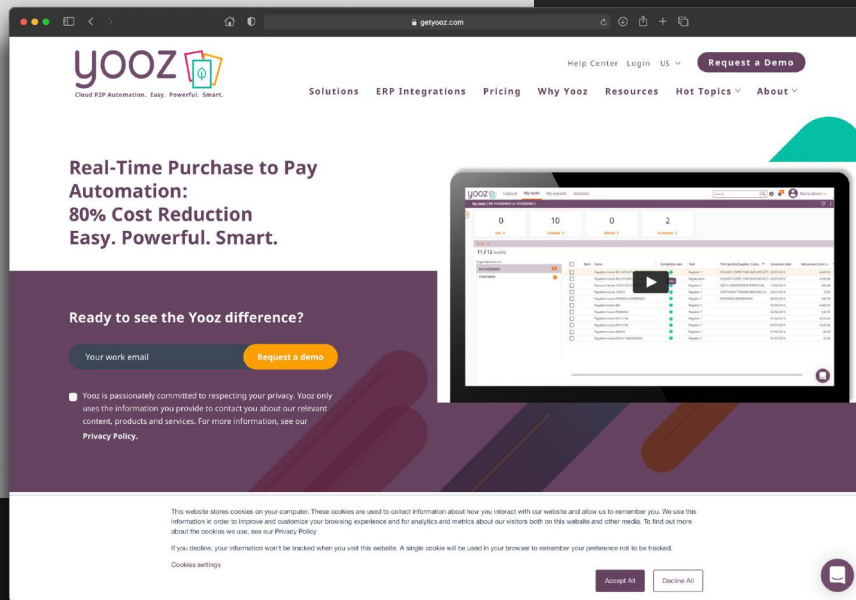
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THE RESULTS



Cloud P2P Automation. Easy. Powerful. Smart.



01.

Background - Yooz provides the smartest, most powerful and easiest-to-use cloud-based Purchase-to-Pay (P2P) automation solution. It delivers unmatched savings, speed and security with affordable zero-risk subscriptions to more than 4,000 customers and 200,000 users worldwide. Yooz's unique solution leverages Artificial Intelligence to deliver an amazing level of automation.

The Challenge - Continue to grow the worldwide user base via outbound prospecting. Yooz used multiple outreach agency's prior to Boom to outsource prospecting efforts however were fed an inconsistent stream of low quality leads and poor communication.

2021

STRATEGY

+

RESULTS

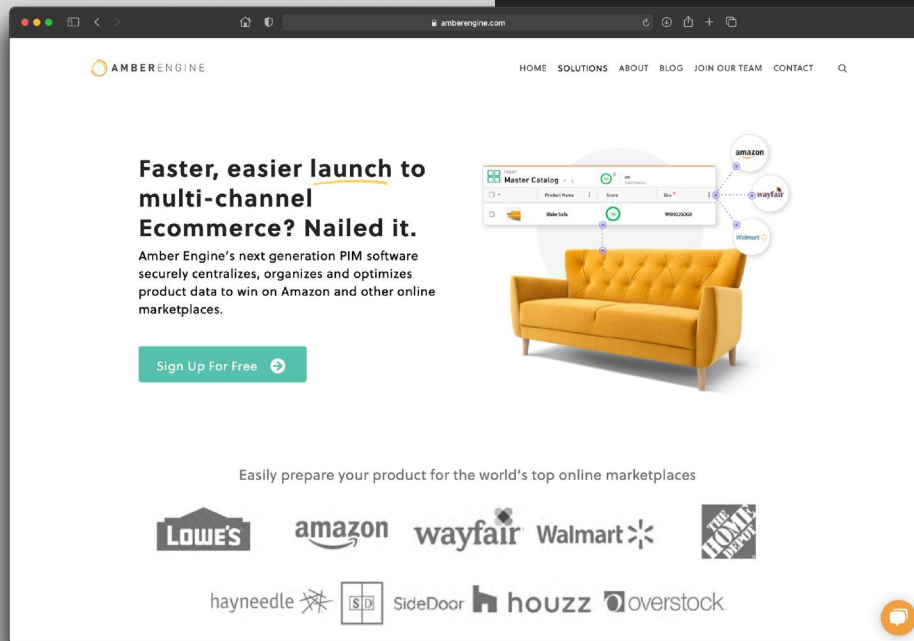


02.

The Strategy - Hire Boom to put together a tactical outreach team focused on new user acquisition and high quality engagement.

The Results - “Boom Demand is different, I’ve been promised amazing results before, but none have delivered. Boom Demand delivered and continues to deliver. They truly feel like an extension of our team and I’m really glad I took a chance on them. From their customer service to the reps themselves, every single member is committed to our mutual success”.

– Nimia Amaya, Senior Marketing Director, Yooz USA.



01.

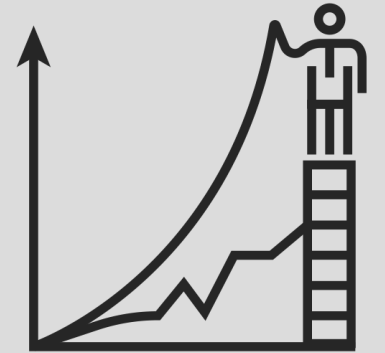
Background - Detroit based Amber Engine is a member of the Rock Family of companies which included behemoths like Quicken Loans. The Amber Engine enables brands of all sizes to sell omni-channel in the easiest and most profitable manner possible with their proprietary Product Information Management (PIM) software.

The Challenge - How to increase their SAAS team sales outreach in a rapid turn key manner.

The Strategy - Rather than in-house this effort, losing valuable time and resources Amber Engine turns to Boom to outsource this cumbersome task.

The Results - Immediate increase in net new client onboarding & software sales along with a quick request for even more sales agents. Boom continues to deliver outsourced growth with a white glove in-house feel.

**STRATEGY
+ RESULTS**

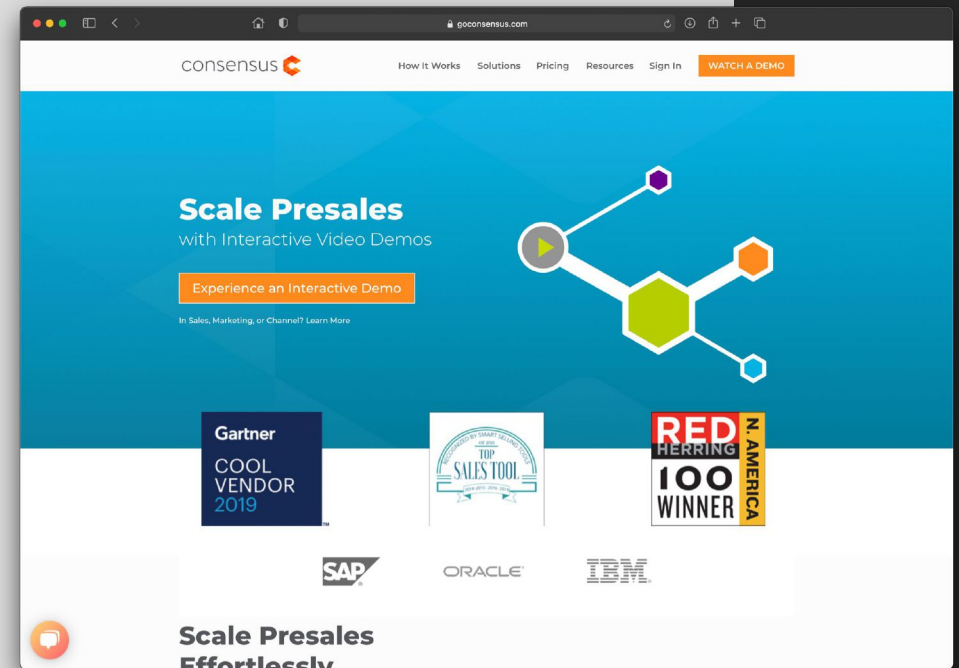


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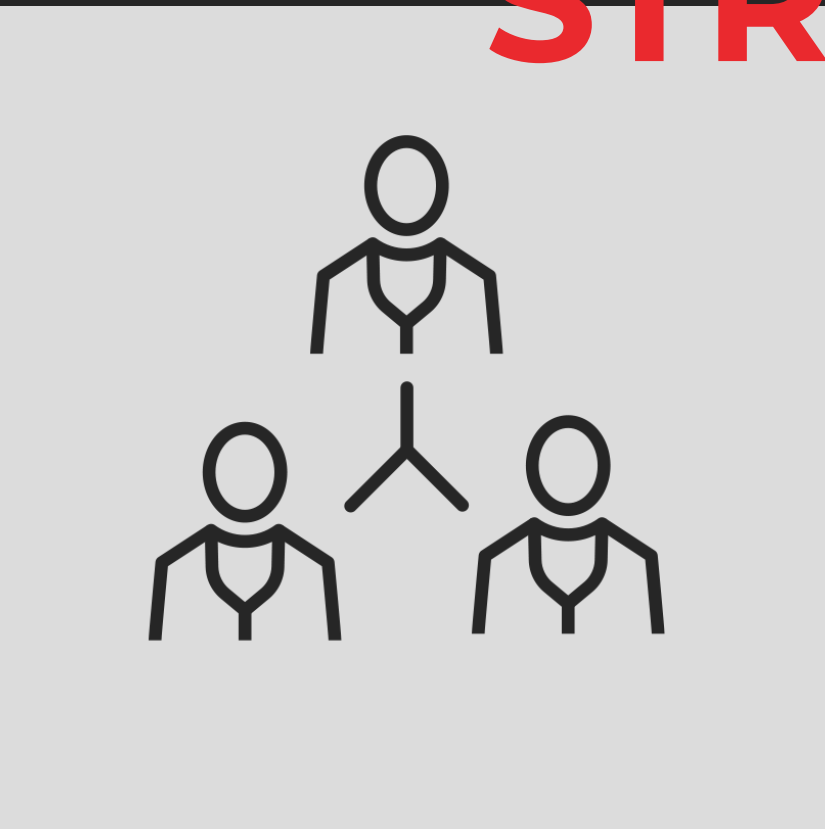
01.

Background -Consensus is a SaaS company whose software platform intuitively automates product sales demos. Their technology has streamlined the sales processes for some of the world's biggest companies such as Oracle, IBM and Hewlett-Packard.

The Challenge - Consensus needed a partner whose representatives could be a direct extension of their own sales team, even joining in weekly sales meetings and company culture activities.



STRATEGY



02.

The Strategy - Boom Demand SDRs are highly skilled sales agents with SalesForce and high level contact cadence expertise out of the box. It takes no time to scale up or down Boom Demand company integrations.

03.

RESULTS



The Results - Rex Galbraith, VP of sales at Consensus says “We get almost immediate responses to issues that arise. Boom Demand was turnkey but also willing to adapt to our needs”. He further notes that “Boom Demand has saved us a ton of money in overhead and training costs. We get almost the same results from Boom Demand as we would with an internal rep, but at half the cost.”

OUR INCREDIBLE SERVICE

BOOM Demand delivers qualified appointments to your sales teams through our proprietary cadence designed to supercharge your pipeline.

CONTACT US

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Phone - 801.805.4555

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THANKS.