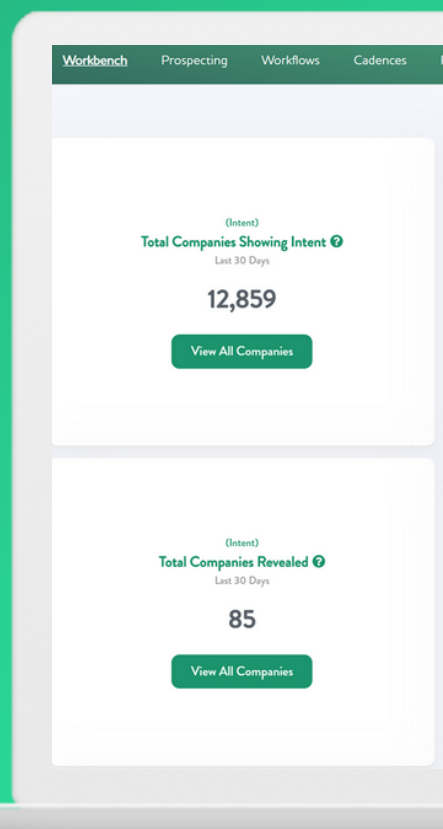


Growth Hacks: **How Lead Onion**

Cut Lead Costs by 97% and More Than Doubled Its Win Rate

Discover the journey of Lead Onion, as we experienced a tremendous **162% surge in new leads** whilst dramatically reducing the cost per lead, more than doubled our win rate, and achieved an astounding **176% rise in our annual recurring revenue (ARR)** – all from reaching in-market buyers instantly, powered by our very own Intent-Driven Sales Engagement Platform.



Introduction to How Lead Onion

Accelerated Their Growth

The SaaS industry is a tough nut to crack, and at Lead Onion we know all too well.

It's not just the complexity of building a valuable product that stands out from your competitors. The nature of the software as a service (SaaS) model is that your customers need to resubscribe every month (or year, depending). And no matter how great your platform is, that'll inevitably mean churn.

For SaaS marketers, volume is the name of the game. You need to be constantly feeding more leads into the top of the funnel—leads that your team can nurture and convert – at scale.

1

The Challenge

Reducing cost-per-lead

Founded in 2020, Lead Onion quickly found success, generating nearly £250,000 in annual recurring revenue within the first two years. However, to achieve the ambitious goal of over £1 million by 2023, significant changes were necessary.

The existing high cost-per-lead of £4182.34, primarily due to PPC spending, was unsustainable. Moreover, the low win rate of only 3.4% and a drawn-out sales cycle of 40 days compounded the challenge.

Being a small team, Lead Onion lacked the luxury of a considerable marketing and sales budget and time to produce a steady stream of high-quality outreach and resources to feed go-to-market initiatives. The real challenge was to drastically reduce the cost-per-lead and quicken the sales cycle.

What makes this story beyond the norm, is the fact that we achieved these milestones by utilizing our very own platform to orchestrate a groundbreaking Growth-to-Market (GTM) strategy.

In a world where case studies often showcase external tools and methodologies, Lead Onion's triumph unfolds as an authentic testament to the effectiveness of our own Intent-Driven Sales Engagement Platform.

2

The Solution

Capturing & converting demand, at scale

How Can Resource-Strapped SaaS Teams Put Lead Onion to Work?

Just ask Rebecca. After taking over as Head of Revenue Operations at Lead Onion in 2021, she and her small team managed to:

1

Generate a remarkable **162% uplift in new leads**, primed to nurture fresh subscriptions for the platform.

2

Slash the brand's cost-per-lead by an impressive 97%, **bringing it down to £89.30**.

3

Contribute to a dramatic **win rate boost from 3.4% to 24%**, - achieving one successful customer deal in every four leads.

4

Trim agency and freelance expenses by shifting sales outreach content in-house for enhanced control and cost-effectiveness, driven by AI.

3 Behind the Strategy

Lead Onion's Platform

Rebecca outlines the backbone of Lead Onion's launch, explaining, "Our growth strategy pivots around implementing our own platform to devise a GTM process, designed to effectively identify, prioritize and connect with prospects, at scale."

She continues, "This process is about much more than just scaling up. It's about creating an always on, intent driven engine, bolstered by every single facet of the Lead Onion platform. We've adopted a blueprint for success that synergises with Lead Onion's to yield high-quality prospects, ignite connections and accelerate conversions."

Explore the steps Rebecca and her team embarked on to build a GTM strategy, powered by our very own Lead Onion.



Intent

Set in Motion Intent Driven Prospecting: Forget static lead lists and manual research in favour of automated intent-driven prospecting.



Auto Reveal

Utilize Automated Contact Reveal: Reveal the contact details of prospects that are perfectly aligned with your target persona.



Workflows

Build 'Always On' Automated Workflows: Seamlessly interlink and manage all your customer touchpoints.



Nurturing

Adopt a Buying Signal-Focused Lead Nurturing Approach: Offer content and call to actions to prospects based on their level of intent.



Cadences

Drive Sales Engagement at Scale with Cadences: Scale up your sales outreach and connect with your prospects via a myriad of channels.



Sales Cycle

Track and Optimize Your Unique Sales Cycle: Gain a comprehensive overview of your sales process.



Cleanse / Verify

Keep Your Data Current: Rejuvenate outdated records, fill in gaps in incomplete data, and ensure you always work with the most accurate B2B information.



Intent



Auto Reveal



Workflows



Nurturing



Cadences



Sales Cycle



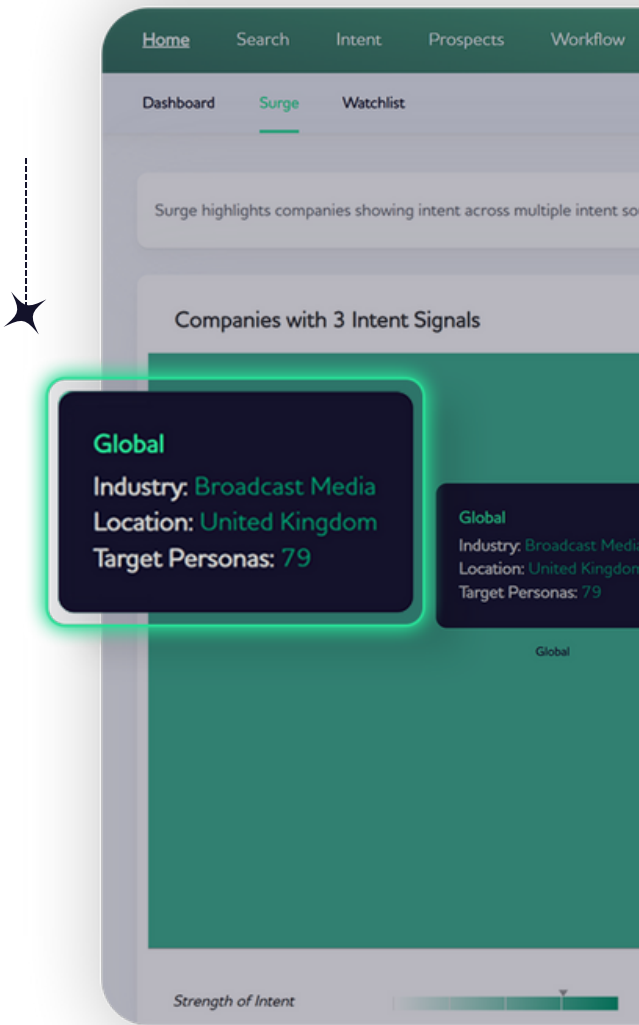
Cleanse / Verify

1 Set in Motion **Intent Driven Prospecting**

The Lead Onion team abandoned static lead lists, costly lead gen agencies and manual research in favour of our very own automated, intent-driven prospecting.

Rebecca explains, 'by leveraging Lead Onion's buyer intent data we were able to find in-market accounts and act on prospects' buying signals - instantly.'

One platform feature that stands out is Surge. In Rebecca's words, "Surge is unique to the Lead Onion platform. It amalgamates signals of intent from all available sources and visually prioritizes them within the tool itself. This meant we could easily pinpoint companies that were engaging on several different intent data sources and then prioritize those leads."



The impact of implementing this new prospecting process was clear. "The results were simply astounding. In a matter of weeks, we had developed a constant 'always on' prospect pipeline, **capturing an average of 3,000 new intent-showing companies daily**. Among these, on average, 600 new prospects were uncovered each day."

We partner with all **leading intent solutions**



Intent



Auto Reveal



Workflows



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Sales Cycle



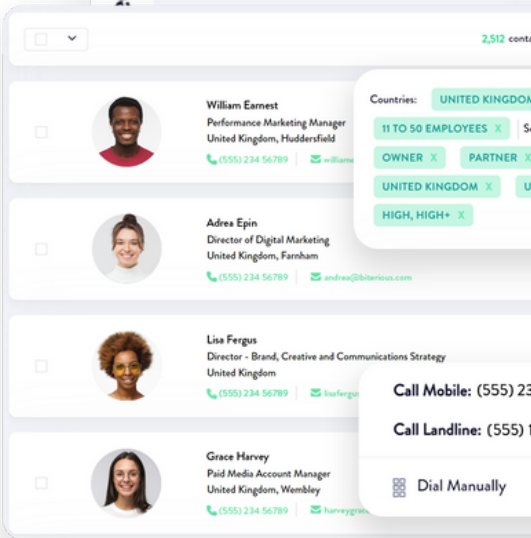
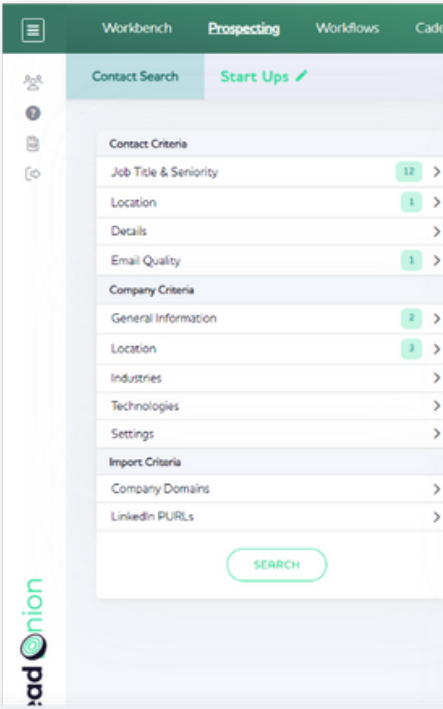
Cleanse / Verify

2 Utilize Automated Contact Reveal

Lead Onion takes it a step further and employs intelligent algorithms and data wizardry to spotlight and reveal the contact details of prospects that are perfectly aligned with your target persona – who are primed for your offerings.

This means that all we needed to do is input the details of our ICP – level of seniority, job titles, company size and location – and the platform automatically identified potential buyers, pinpointing specific contacts and companies from the addressable market.

Explaining the efficiency of Lead Onion’s unique Auto Reveal feature, Rebecca states, "With Auto Reveal, we have the capability to automatically uncover prospects from companies detected through our extensive intent sources. What's really powerful is that we have complete control over the filters and limits, ensuring we only reveal the prospects we're interested in – tailoring all to our budget requirements."



AI can reduce the time spent on prospecting by up to 50%.
(Accenture)

She continues, "This automation significantly accelerates our prospecting process. Teamed with intent data and our prospecting tools, it dramatically reduces the normally time-consuming task of manual prospecting. It empowered us to set up a consistent stream of high intent, relevant prospects flowing into our dashboard at an impressive speed."



Intent



Auto Reveal



Workflows



Nurturing



Cadences



Sales Cycle



Cleanse / Verify

3

Build ‘Always On’ Automated Workflows

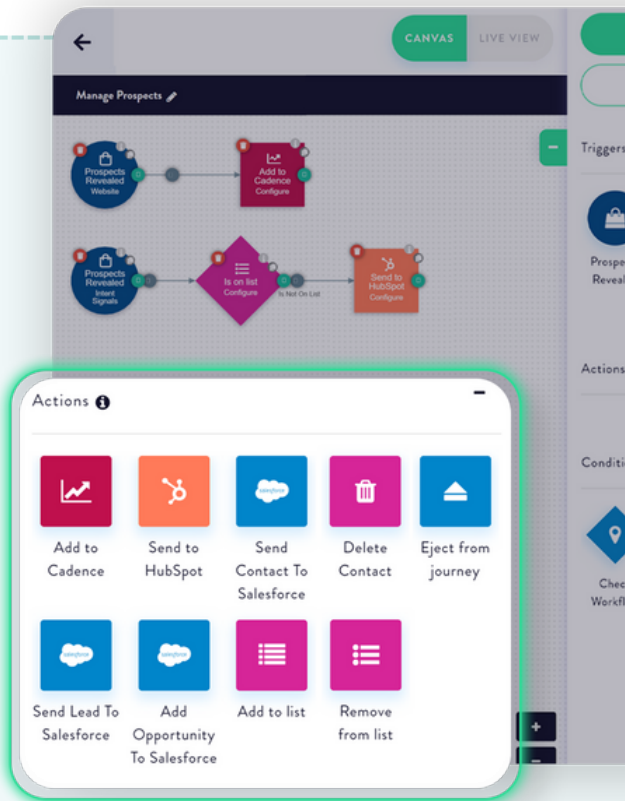
Experiencing a surge of new leads with a remarkable 162% uplift, the Lead Onion team were ready to delve deeper into the world of automation. Our aim? To utilize the workflow function to streamline the entire customer journey.

“To make our GTM strategy efficient, we used workflows to connect our – what we call – Middleware. This bridges our buyer intent and prospecting campaigns, allowing us to guide and nurture prospects based on their level of intent and provide relevant, personalised messaging and content. This is crucial for engaging and converting at scale,” Rebecca explains.

Lead Onion’s Workflows seamlessly interlink all processes, enabling marketing automation and effective management of all customer touchpoints. This includes steering qualified leads to sales cadences or utilizing our direct integrations for top of the funnel marketing automation.

Rebecca shares, “We aimed to have **70% of our database on workflows.**”

Significantly, they managed to **slash the brand’s cost-per-lead by an impressive 97%, reducing it to just £89.30.** “A significant milestone for us was relying on PPC as our main lead generator and also utilizing Lead Onion’s integrated generative AI to scale up our messaging and outreach. This has reduced our dependence on costly agencies and freelancers while also significantly reducing our overall customer acquisition cost. This shift has been instrumental in our growth story,” she adds.





Intent



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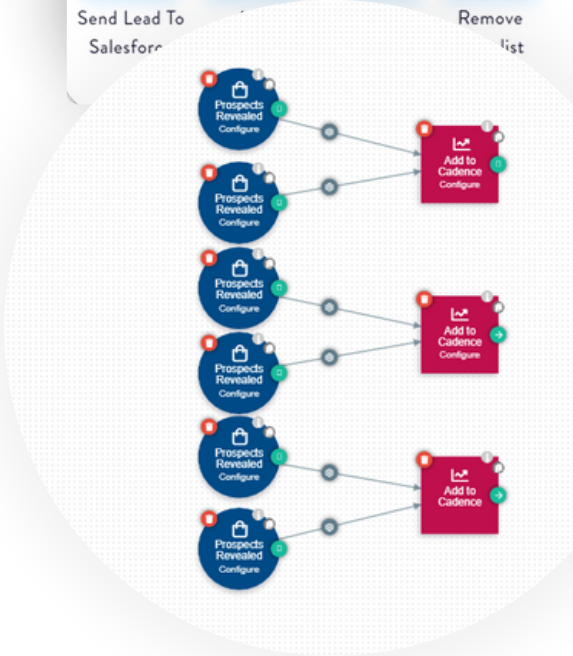
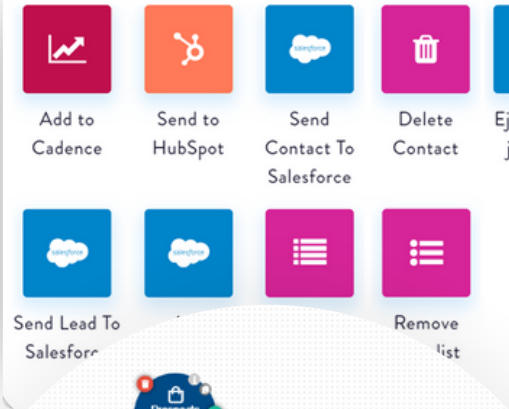
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Adopt a Buying **Signal-Focused** Lead Nurturing Approach

A pivotal shift also occurred when Lead Onion decided to develop a lead nurturing strategy shaped around buying signals. Traditional sales and marketing tactics were reassessed, and a new approach was adopted, focusing on aligning diverse intent sources to the different stages of the buyer's journey and offering up the right call to action.

This strategy, much like intent-driven outreach, concentrates on targeted messaging and call to actions to prospects based on the level of intent they are signalling . Although not guaranteeing immediate success, it significantly enhanced our performance, leading to a surge in leads and deal conversions.

Rebecca gives an insight into this transformation, "Our focus shifted towards revealing our product's capabilities. We started targeting early-stage buying signals with free trials sign ups, while late-stage signals were offered demos. **This transformed our engagement with prospects, giving them a tailored experience based on their intent.** As a result, we saw a marked increase in lead generation and higher conversion rates."



"Automation can increase marketing productivity by 20%."
(Salesforce)

This new strategy has already brought impressive results within just four months. The team registered over 250 free trial sign-ups and continues to use this approach as a primary driver of our customer acquisition strategy.



Intent



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Sales Cycle



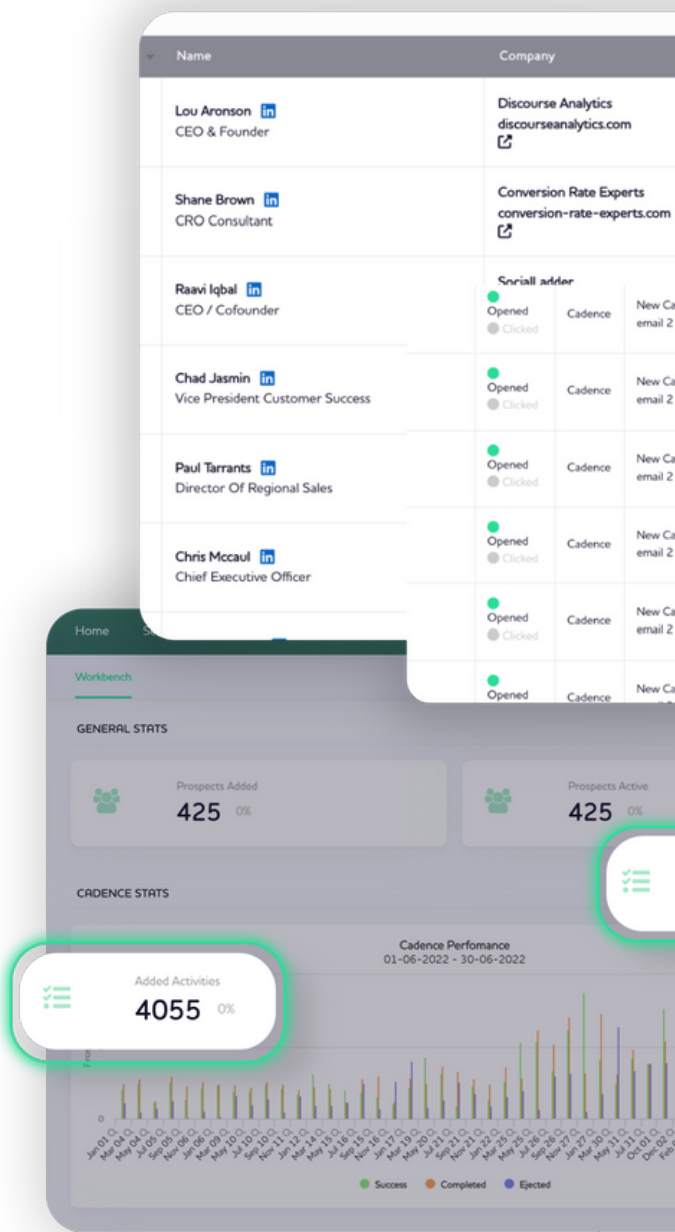
Cleanse / Verify

5 Drive Sales Engagement at Scale with **Cadences**

Having a deluge of fresh, qualified and eager prospects inundating your dashboard is all well and good, but without a well-planned and structured sequence of touch-points to connect with them, you're not fully capitalizing on your prospecting efforts.

Understanding this, Lead Onion harnessed our very own Sales Cadences to expand the scope of sales outreach. We connected with prospects via a myriad of channels, encompassing emails, phone calls and social media platforms like LinkedIn.

Rebecca elaborates, "Key among engagement indicators were email replies, as they marked a high level of intent. Lead Onion's AI wasn't just reading these responses - it was analysing, detecting intent, and orchestrating the next steps, all in an automated fashion."



Automate sales communications and deliver personalized messages to the right prospect on the right channels at scale.

She adds, "Moreover, with the power of Lead Onion's integrated generative AI, our team could seamlessly manage sales outreach creation and distribution. We crafted customized sales cadences - inclusive of emails, phone scripts and LinkedIn messages - in the blink of an eye. Everything was tailored perfectly to align with Lead Onion's value proposition and our target personas."



Intent



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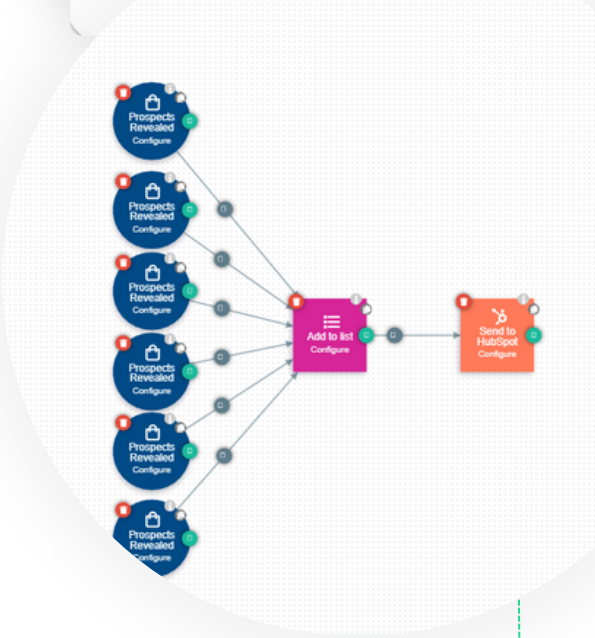
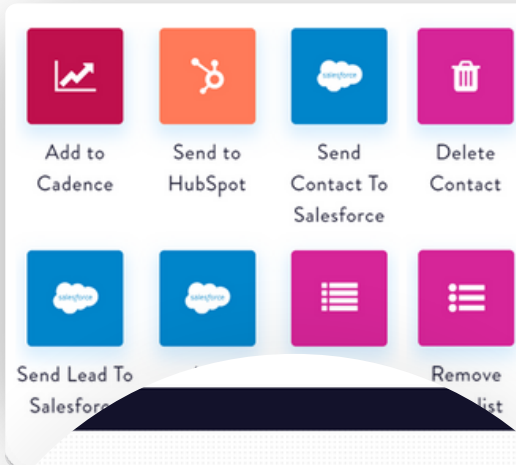
6

Track and Optimize Your **Unique Sales Cycle**

Managing your sales pipeline is essential to driving sales velocity – and sales velocity is a vital component of your driving success. But to do it right, you need to track a ton of data and spend time organizing it in ways that allow you to gain insights. This can take up a lot of your time.

Rebecca outlines how Lead Onion tackled this challenge, greatly accelerating the sales velocity in the process.

"We utilized Lead Onion's direct integrations via automated workflows to to gain a comprehensive overview of our sales process. This provided our sales team with a streamlined process to manage all sales opportunities and the next steps to action."



The effects of this optimization were notable. The sales cycle period was **effectively halved from 40 to 20 days**. This 50% reduction not only underscored increased efficiency but also indicated that the company was better equipped to expedite the conversion process, yielding quicker returns on marketing investments. This substantial improvement in the sales cycle was a significant factor in bolstering Lead Onion's sales velocity.



Intent



Auto Reveal



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Sales Cycle



Cleanse / Verify

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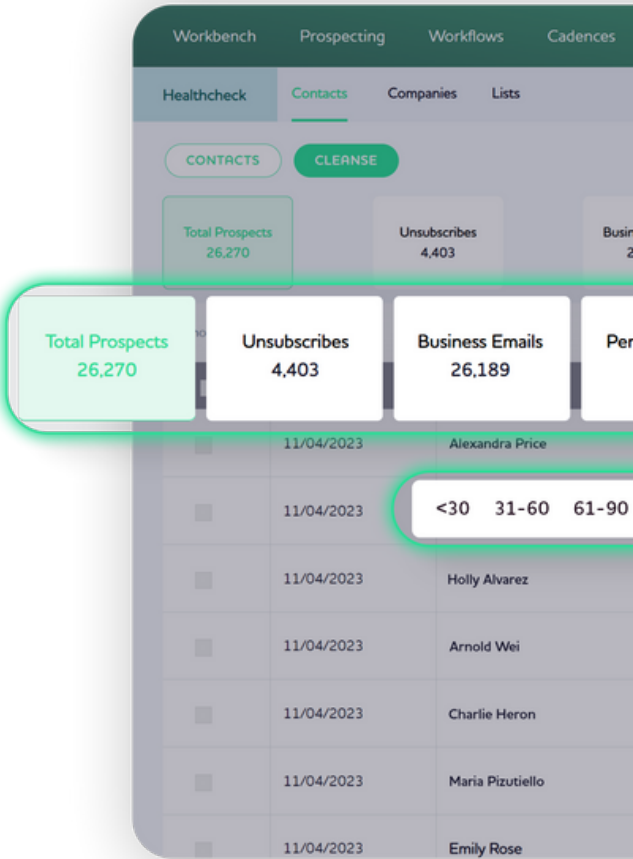
Keep Your **Data** Current & Up-to Date

In today's rapidly moving world, buyers rarely stay put – **3% of your CRM data can become obsolete per month!**

Recognizing this, the Lead Onion team tapped into the integrated Data Tools. This fully equipped us to keep pace with our ever-changing prospects, whether they changed jobs or locations and ensured the sales team was always armed with the crucial, up-to-date information they needed to efficiently qualify leads and speed up the deal-closing process.

Rebecca sets it out clearly, "These tools were transformational for us. They allowed us to rejuvenate outdated records, fill in gaps in incomplete data, and ensured that our teams always worked with the most recent, accurate and compliant B2B information."

Expanding on this, she shares, "Maintaining fresh and reliable data is a game-changer. It not only enhanced our operational efficiency but also significantly improved our decision-making process. We were able to develop more effective sales strategies and personalized marketing campaigns."



"Poor data quality can cost businesses 30% or more of their revenue."

She concludes, "In other words, Lead Onion's Data Tools were not just about keeping our data current, they were pivotal in transforming this data into valuable insights that drove our revenue growth."

4

Conclusion

Blueprint for any SaaS start-up

In conclusion, Lead Onion's successful strategic GTM strategy stands as an inspiring case study for navigating the challenging terrain of the SaaS industry.

With tremendous achievements, including a 162% increase in new leads, a massive 97% drop in cost-per-lead to an impressive £89.30, and a significant jump in win rate from 3.4% to 24%, they've clearly defined a path to success.

Further enhancing our strategic approach, we brought sales outreach and resource content creation in-house, resulting in considerable cost savings and empowering them with better control over content and message targeting. The utilization of AI has enabled the team to generate high quality, relevant messaging, outreach and content at scale, with a low turnover time, creating an efficient and profitable business model.

This success story offers a blueprint for any SaaS start-up seeking to maximize its growth potential with minimal expenditure.

Now, it's your turn to act. Harness the power of this Lead Onion-powered strategy. Start transforming potential challenges into substantial opportunities for growth. Begin your journey today and reap the benefits of an Intent-Driven Sales Engagement Platform that finds your total addressable market in seconds, connects you with them in minutes. Your path to success is within reach; seize the opportunity now.

Key Stats:

1

A remarkable **162% uplift** in **new leads**

2

Reduced **cost-per-lead** by an impressive **97%**

3

Boosted their **win rate** from **3.4% to 24%**

4

Halved their **sales cycle** from **40 to 20 days**

Want to start transforming your business today?

Talk to our team today >