



# How our own sales team created \$4.4M in qualified pipeline in just 3 months

A case study on how we used our own product to generate millions of dollars of pipeline in just two months.

**\$4.4M**

in qualified pipeline created in Q2 2025

**200X**

ROI vs overall event spend (this is not a typo!)

**38 hrs**

of manual data entry saved across the sales team

**15s**

Average time from badge scan to synced to Salesforce

## About the customer



Popl is your complete in-person marketing platform. Our platform combines digital business cards, event lead capture, and data enrichment into one easy-to-use unified platform. Powered by AI and our proprietary data engine, Popl drives growth for companies around the world, turning every handshake into an opportunity.

### Industry

B2B SaaS, Marketing Tech, Event Tech

### Recent Event

AIA 2025

At Popl, we believe that **great products are built by teams who use them relentlessly**. So when our event lead capture platform was ready to start testing, we handed it to our own BDR team with one challenge - prove its power in the real world. The results, were nothing short of remarkable...

We deployed Popl's AI badge scanner and lead capture app across the team, set up lead qualifiers, activated event campaigns, and sent them out to events. No booth. No banners. No setup crew. Just the product in action.

### The result?

- **\$4.4M in pipeline** generated in under 90 days from just one channel
- **200X ROI** in qualified pipeline vs event spend (not a typo)
- **38 hours** saved by eliminating manual work and enrichment

"With Popl, you have the power & impact of an entire booth completely within your phone, without the costs and headache of setup + takedown"

— Spencer, Senior BDR at Popl

This wasn't a demo. This was real revenue-driving work, powered by the exact same tools we sell to our own customers. **We're not just building the future of in-person marketing - we're living it.**

**\$4.4M in pipeline,  
200X return,  
3 months...**

**Popl's impact on our own event team:**

- **\$4.4m** in qualified pipeline created in just 3 months
- **200X ROI** on conference spend, supported by universal lead capture
- **6,000+ leads** captured across 3 months
- **38+ hours** saved across by eliminating manual data entry
- **15 seconds** – average time from badge scan to synced to Salesforce
- **Streamlined follow-up** via automatic HubSpot & Salesforce integrations
- **10,000** digital business card shares since across 3 months

