

CLEARBANC

Clearbanc's mission is to help entrepreneurs in the gig economy grow their businesses with easy access to funding. Entrepreneurs on Shopify, Airbnb, Uber, Kickstarter and more platforms can link their businesses, access funding, and repay loans automatically with a percentage of their sales.

Clearbanc had experimented with email marketing in the past--manually using a spattering of mail merge tools--and it showed promise against their KPIs and goals. They were looking for a way to scale up their email marketing efforts effectively without having their sales development reps spend a lot of time prospecting into target companies. They wanted their reps to focus their time on working with customers who already saw value in the product.

After having experimented with tedious manual prospecting and outbound email marketing, Clearbanc turned to Growlabs for its huge database of existing leads and smart email automation--which would allow them to scale and grow without eating up their reps' precious time on prospecting

"The results are in the range of 3x better than we expected, measured against key funnel metrics like opens, replies, and warm replies. The platform is easy to use and we can quickly segment leads and test messages to see what works."



Tanay Delima
GM, eCommerce

Growlabs' perfectly simple Bcc sync with Pipedrive got them up and running right away, syncing contacts and messages of the winning leads with their CRM. It only took a few seconds for Clearbanc to upload CSV files of the people they had already contacted to make sure they were only emailing fresh leads.

Clearbanc then had access to Growlabs' proprietary database of 320 million prospects that they could quickly filter and sort by various data, test messages to those segments, and find the winners who converted to new customers at 3x better rates than expected. The best sequence to date saw a 50% warm response rate, which equated to thousands of leads that were ready to talk to their sales reps, from a list that took no effort to generate!

By testing a few dozen sequences to various segments using Growlabs' in-depth reporting, Clearbanc was able to optimize their outbound campaigns to grow the number of positive replies from 59 in November 2017 to 567 in January 2018, an almost 10x growth in sales inquiries.



Tanay Delima
GM, eCommerce

"Growlabs allows our team to focus our efforts on demonstrating value to interested customers and helping them be more successful, instead of wasting time trying to find them. Plus, Growlabs' customer success team is awesome!"



29.7%
conversion from cold prospect to qualified, interested lead



28,500+
New qualified leads in 3 months



10.4%
Growth in sales in 2 months



576
opportunities created in 1 month