

# Pluris Marketing

## CASE STUDY

“They have absolutely delivered the high-quality appointments needed to grow our business.”

- Amahl Williams, VP of Marketing

### Business Pain

Pluris Marketing has new goals of growing the business by acquiring new logos with a specific budget. Historically, much of our business was conducted by word of mouth, but with our significant growth plans, clearly, that isn't sufficient to hit our numbers.

### Why We Chose Staccato

While I've shopped a number of competitors over the years, my choice actually came down to a referral. One of my former colleagues had worked with FRONTLINE and was able to earn a high leadership position by generating a large amount of revenue for a similar-sized organization. He shared with me the specifics of his results with FRONTLINE and when I presented those impressive results to our CEO, the decision was quite easy.

**Industry:** Marketing Services

**Staccato Product:** AutoPilot

### Results with Staccato

To date, our engagement with FRONTLINE has resulted in:

- ROI in first 2 quarters was over 1000%
- 1 closed deal, 1 in contract stage, totaling \$2.6 million over 3 years
- \$2 million in pipeline opportunities

PUT YOUR PROSPECTING  
ON AUTOPILOT.

Get more first opportunities to  
tell your story so you can sell  
more - **FASTER.**

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“I have to drive down the costs of sales and marketing and it costs a million dollars to hire an inside sales team. Simply put, we want to make a million dollars, not spend it.

We need hundreds of dials every week. And we need them whether someone is sick, on vacation or dealing with a family emergency. FRONTLINE ensures that continuity.

In the first 6-8 months, from all of the other channels combined, we generated a quarter of the appointments that FRONTLINE generated. As an organization, 80%-90% our appointments come from FRONTLINE.

FRONTLINE solves a very unique challenge for organizations like ours, who understand that head count does not necessarily equal revenue. FRONTLINE ensures that we have a measurable and scalable way to grow our top-of-funnel activity. They have absolutely delivered the high-quality appointments we need to grow our business.”

- Amahl Williams

## About Pluris Marketing

Pluris enables marketers to optimize the value of each consumer engagement – anywhere and as it happens – resulting in higher conversion on sales, marketing, and service interactions. We help marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels.

