



**280% ROI / 1.6+ Million Revenue Produced / Acquired by Symantec**

## RareAgent Helps a Risk Management Company Convert Leads into Revenue

A Risk Management Company expanded its clientele by intensifying its digital marketing and lead generation campaigns, simultaneously cutting down the time required to qualify leads and finalize sales. The outcomes were remarkable, yielding an impressive Return on Investment of 280%.

### The Challenge

The CEO of a Risk Management Company faced a dual challenge: sourcing qualified leads to enhance his sales team's pipeline and devoting time to grow his business and customer base. As the founder, he juggled multiple roles, a common scenario in traditional startups constrained by resources and a limited workforce. Typically starting with a bare-bones team, such startups often rely on employees with versatile skills capable of handling software development, customer service, marketing, sales, and accounting. Understanding the urgency to expand his pipeline swiftly without the need to onboard additional full-time marketing or sales staff, the CEO also recognized the importance of demonstrating current and future sales trends to potential investors.

### The RareAgent Solution

RareAgent was hired by the Risk Management Company to craft a tailored digital marketing and lead generation strategy. This approach harnessed the expertise of RareAgent's skilled marketers and sales professionals, who excelled in creating targeted, value-driven marketing materials. These materials were pivotal in engaging high-level executives through direct outreach and calls. The campaign was streamlined into a comprehensive executable, integrating a refined lead list that effectively matched customer profiles with potential leads. This strategic alignment enabled the marketing team to devise focused account-based marketing initiatives, while the sales team efficiently connected with the right buyer personas to assess lead temperature—warm, hot, or cold. This targeted approach primarily focused on warm and hot prospects, leading to a surge in viable opportunities and a substantial expansion of the sales pipeline.

### Results

Thanks to RareAgent's efforts, the Risk Management Company achieved outstanding outcomes, boasting a 280% return on investment (ROI). RareAgent's strategies led to numerous engaging discussions, culminating in scheduled meetings with C-level and SVP/VP executives, and the initiation of pilot projects that evolved into signed contracts. These efforts generated over 1.6 million dollars in contract revenue and resulted in the world's largest S-Cap Implementation. This success was a key factor in securing the company's acquisition by Symantec.

