



CASE STUDY

**DRIVING SALES GROWTH FOR SCS CLOUD:
A SMITHDIGITAL SUCCESS STORY**



THE CHALLENGE:

SCS Cloud faced challenges in consistently generating and converting high-quality leads for their NetSuite software and consulting services. They needed a reliable partner to enhance their lead generation strategies and contribute to a steady growth in their sales pipeline.

338

Total Leads Generated

102

Qualified Deals

20

Closed-Won Companies

THE SOLUTION:

In search of a reliable partner to enhance their lead generation strategies, SCS Cloud turned to SmithDigital. The decision was driven by SmithDigital's reputation and proven expertise in B2B marketing and lead generation. After considering other solutions, SCS Cloud chose SmithDigital for their strategic approach and consistent results. As David, Sales Manager at SCS Cloud, stated, 'SmithDigital's expertise in lead generation has been transformative for our sales pipeline. Their strategic approach and consistent results have significantly contributed to our revenue growth.' SmithDigital implemented a comprehensive lead generation strategy that included email deliverability, intent signal analysis, and leveraging multiple outreach channels. This multi-faceted approach ensured a steady flow of high-quality leads.

THE RESULTS

The collaboration between SCS Cloud and SmithDigital yielded impressive results. Over a span of 18 months, SmithDigital generated 338 leads, with a conversion rate of approximately 20%. This effort led to 102 qualified deals and 20 closed-won companies, driving significant business growth and measurable success for the client. The strategic approach taken by SmithDigital not only increased the volume of leads but also significantly improved lead quality and conversion rates. The success of this partnership underscored the value of SmithDigital's expertise in driving sales growth for SCS Cloud.

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-David -Sales Manager at SCS Cloud