

Growbots

CASE STUDY



GetResponse
World's Easiest Email Marketing.

14



Days of SDR's
full training

5



Sales automation
tools tested

1



Month to first
deal

SIZE

201 – 500

INDUSTRY

Information Technology & Services, Email Marketing & Marketing Automation

LOCATION

Gdansk, Poland

CHALLENGE

Need for more leads, unifying lead generation process

GetResponse is one of the leading email marketing and marketing automation providers in the world. Even with over 350,000 customers, in 182 countries, they still value quality and manage to provide a spam-free solution with 99% deliverability rates.

Even for such a large company, sales continues to be a key area of business development. Previously, GetResponse had been using more than 10 different tools for lead generation and the rest of their sales process. After multiple tests, they decided to remove several of these tools and move forward with Growbots. Growbots challenge was to make the sales process easier and more integrated.

„The biggest advantage of Growbots is combining everything in one interface: creating an outbound drip campaign along with generating suitable contacts, based on the verticals we chose”

Maciej Ossowski, Director of Enterprise Sales, GetResponse

Since GetResponse offers the highest quality marketing products, high quality is also what they demand from their partners. GetResponse tested 5 possible sales-automation products and compared results to determine the right fit. Growbots had tough competition, but was chosen to be GetResponse’s long term partner.

„We gave 4 other companies a chance to prove their value within 3 months, but the results were way weaker than what we achieved with Growbots in the first 30 days.”

Maciej Ossowski, Director of Enterprise Sales, GetResponse

Growbots helped GetResponse decrease the number of tools used in their sales process and unify their lead sources. Thanks to that, GetResponse is saving time they used to spend on manual search in social media, LinkedIn, ZoomInfo and Angellist. Growbots also helped GetResponse in developing a sales strategy based on targeting different industry verticals, to discover which verticals converted the best.

It is undeniable that GetResponse knows the ropes when it comes to marketing emails. Growbots has helped them master another type of email, by sharing best practices and tutorials on outbound sales emails along with making a dedicated Customer Success Manager available. The effects were visible almost immediately. GetResponse’s implementation of Growbots took only 2 weeks, including the training of Sales Development Representatives. The first deal won from Growbots was closed one month after signing the contract.

“Outbound sales is a huge topic for anyone wanting to grow a SaaS business. Everyone is obsessed with the Predictable Revenue model, but the question remains: How do you find your customers’ data and automate the first contact? Growbots has solved both of these challenges for me.”

Maciej Ossowski, Director of Enterprise Sales, GetResponse