



Growbots

CASE STUDY

Relatable

21%



Warm lead rate on
best performing
campaign

12%



Warm lead rate
over all

5–6



Extra SDRs would
be needed to
replace Growbots

SIZE

8 – 11

INDUSTRY

Media and Marketing

LOCATION

Stockholm

CHALLENGE

Scale up lead generation without investing in a large team to do sales development

Relatable is an early stage startup disrupting the traditional advertising market. They are doing this by connecting some of the hottest brands in the world like Uber, Google, and Samsung with influencers who drive engagement at scale. This has put them in a prime position to tap into the 600 billion dollar global advertising market.

With such a large market, there is a lot at stake. Relatable wanted to be able to expand to the point where they could take advantage of all of the opportunities available to them. To get off the ground they knew they needed to create the leanest and most efficient sales process. The previous startup experience for the founders told them that this would allow them to immediately start generating prospects that would lead to revenue. Targeted outbound sales proved to be the ideal way to achieve this goal.

Co-founder Martin Gargarczyk's extensive background in revenue generation told him that the most important thing when building a sales team was picking the right people and giving them the right training. The thing is, to make a truly valuable salesperson, you need to invest a lot of time and money into developing your team, two things most startups don't have.

“Building an SDR team is a very time and energy consuming process and I was hoping that there was some smart technology out there that could help me avoid that.”

Martin Garbarczyk, Co-Founder, Relatable

Martin was faced with a dilemma, on the one hand he could heavily invest in 4 to 5 new sales development reps instead of closers. On the other, he could look for a technical solution which could get him the leads he needed while letting him deploy his limited resources elsewhere. He evaluated three different systems but Growbots provided the best results by far all over.

“Growbots gave us the best results for open rates, low bounce rates, and most importantly, scheduled meetings.”

Martin Garbarczyk, Co-Founder, Relatable

Since Relatable provides services all over the world, they were particularly happy to see the geographic breadth of leads they were able to generate through Growbots in addition to the standard statistics. The results were strong over both North America and Europe, giving them access to a much wider customer base.

Not only did Growbots give the best results outright but it added something more. When Relatable signed up, every member of the team using the platform was given a swift and thorough onboarding so that they could immediately get to work generating high-quality results. This was helped by how easy the user interface was to navigate, even for a beginner.

“One thing that I value a lot and I think that many DIY software companies undervalue, is the importance of the client onboarding. Thanks to the swift and proactive onboarding by the Growbots team, we were able to get all the tips and tricks to use the platform in the best way from day one. “

Martin Garbarczyk, Co-Founder, Relatable

Relatable now has a new challenge: taking advantage all of the warm leads that they have generated through Growbots. Thanks in part to the thorough onboarding they received, they have a phenomenal 12% positive reply rate overall from their outbound campaigns. Some select campaigns they have run even get positive reply rates as high as 21%!

“We can now scale and control a data-driven approach to how we connect with clients. Growbots do the same thing for me that 5-6 SDRs would do.”

Martin Garbarczyk, Co-Founder, Relatable

All this success has meant that Relatable has been able to readjust their strategic focus. Instead of bringing on more SDRs, they have been able to use those resources to hire more closers. Even the role of SDR has been modified into one of sales coordinator, able to handle a number of tasks in addition to sales prospecting. Thanks to Growbots, Relatable is now able to successfully target and land fortune 500 companies, despite being one of the newest players in the industry.

“We are a good example of the fact that you as a small company can sign Fortune 500 companies by working smartly and tactically with sales automation. “

Martin Garbarczyk, Co-Founder, Relatable

