

# Growbots

## CASE STUDY



## REACTIVE OPS

**10%**



Of event attendees  
driven via Growbots

**3 hrs**



Prospecting time cut  
to 3 hrs from a week

**15  
min**



To set up their  
first campaign

### SIZE

11 – 50

### INDUSTRY

Information Technology and Services

### LOCATION

Philadelphia, USA

### CHALLENGE

Generating high-quality prospects as efficiently as possible

## **About ReactiveOps**

**ReactiveOps** enables companies to grow quickly with highly scalable and available Kubernetes-based cloud infrastructures. With tooling that makes DevOps culture possible, engineers are laser-focused on product development that matters.

ReactiveOps also engages the community with meetups and workshops focused on Kubernetes technology.

## **A unique approach to outbound sales**

Before ReactiveOps started using Growbots, they primarily used inbound marketing to generate interest and spread awareness about their planned events, which worked really well. Marketing also sent out a quarterly newsletter to their existing contacts.

To expand their reach and to drive more traffic to the meetups, ReactiveOps decided to invest their resources in outbound sales. To invite people to an event, they spent an entire week searching for tech companies and going through contact lists available online to find people in specific cities that would be interested in attending. And although it has proven successful, the prospecting process was too manual and too time-consuming.

That time spent searching for prospects could be better used elsewhere, especially considering their team size.

In the meantime, the number of leads had been going down and the person responsible for the outbound process left the company. ReactiveOps faced a dilemma: should they hire a replacement person or find a tool that would make the prospecting process much more efficient and quicker.

They decided to go for the second option, and to choose Growbots.

## **Why Growbots?**

ReactiveOps needed a tool that would help them prospect in a much more efficient way. They knew exactly who to look for. All they needed was a platform that would provide them with very precise targeting criteria and would automate the process. Growbots perfectly met these requirements.

ReactiveOps really appreciates that fact that they can search for companies based on their location, industry, specific job titles and technographics. Not having to compromise on the number of targeting criteria available was key while deciding whether to go with Growbots.

**“I really like that you can target specific job titles. We have seen an increase in the number of event attendees since we started using Growbots. The platform is really easy to use, it took us around 15 minutes to become comfortable with it.”**

**David Polstra**, Marketing Director, ReactiveOps

**“The data quality is good, we only get a bounce rate of 10%, which we’re happy with”**

**David Polstra**, Marketing Director, ReactiveOps

## **What has changed since they’ve started using Growbots?**

Growbots has made their outbound sales process much more efficient and effective. It now takes ReactiveOps 3 hours to find 750 prospects and send out emails to 1500 people instead of an entire week. Also people who now come to their events are a better fit for ReactiveOps.

**“Our workshop series is critical to generating high quality leads for our pipeline. With Growbots, a lot of the time-consuming work is gone, and we can focus on connecting with more of the right people to attend our events.”**

**Brian Bensky**, Sales Director, ReactiveOps

ReactiveOps has held 3 events since they started using Growbots. 350 people attended out of which around 10% was driven through Growbots.

**“Since using Growbots, we’ve had 3 meetings and signed 1 client as a direct result. This was not our intention when using Growbots (our intention was to drive traffic to our events), just an added bonus!”**

**David Polstra**, Marketing Director, ReactiveOps

