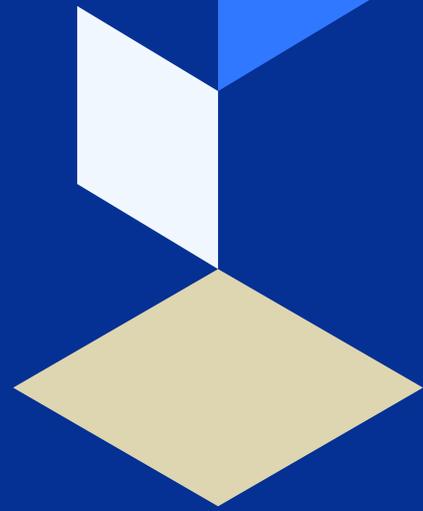




almabase



# Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



## About Almabase

Almabase is an all-in-one alumni management software for schools.

It helps build an online community for alumni to increase engagement and drive more donations. Instead of having separate tools for email marketing, event registrations, alumni directory, and an alumni website, Almabase is a one-stop, alumni management software.

With seamless integrations to most alumni databases, Almabase is easy to add to systems without disturbing current processes. Hundreds of advancement teams are using Almabase's alumni management software to improve engagement and drive more donations.

Almabase creates an exclusive space for alumni to find, connect, and network with each other for professional and social reasons. Imagine the good old directory being supercharged with real-time information of alumni from Facebook and LinkedIn. Almabase lets alumni management easily create events of any type in no time – reunions, homecomings, or chapter meet-ups.



### **Kalyan Varma**

Co-Founder & CEO

### **Industry**

Information Technology & Services

### **Website**

[almabase.com](http://almabase.com)

## Challenges and Scope

**ICP:** U.S. educational institutions with advancement teams of fewer than 10 people.

**Product:** One software to manage an entire alumni program.

CIENCE Technologies coordinates the outbound marketing efforts for Almabase, conducting cold-email campaigns.

## Why CIENCE

*"I would recommend it to any company trying to do outreach at a reasonably high volume."* – Kalyan Varma, Co-Founder & CEO.

Almabase initially chose to work with CIENCE because they offered a competitive price for outbound sales efforts. CIENCE conducted orchestrated outbound campaigns linked to HubSpot, Almabase's marketing automation platform, so qualified prospects could schedule meetings directly with their sales team.

*"They provided the service we needed at a price that we were comfortable paying," says Kalyan Varma. "Our account manager and SDR do a weekly review with stats from the last week, some sample conversations, etc. This is extremely helpful to stay on top of what's happening."*

## Results

Almabase and CIENCE first partnered in October 2018. Almabase was looking for supplemental sales development assistance at the right price. *"Most US-based SDR agencies are at least 3x the cost,"* says Varma.

CIENCE delivered over 19,000 emails and received a response rate of over 8%, well over the industry average of 1-3%. Almabase saw an increase in meetings with qualified leads that ultimately resulted in closed deals.

Varma declares, "They have produced consistent results for us over the last few months. I would recommend it to any company trying to do outreach at a reasonably high volume – at least 100 people per week."

## CIENCE's Evaluation

Overall Score | ★ ★ ★ ★ ★

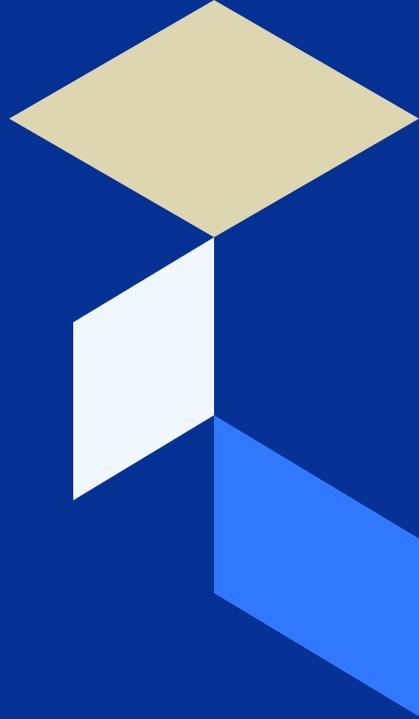
Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★





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