



 BlackCart

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



About BlackCart

BlackCart is the first technology provider to bring “try-before-you-buy” to market, easing the online shopper’s fear and uncertainty around product fit, which is the #1 reason online customers aren’t converted into buyers. By taking a methodological approach to maximizing merchants’ conversions, boosting bottom-line sales, and, ultimately, removing the mental doubt online shoppers have in their shopping experience, happier customers are created and, therefore, repeat business is born.



Jason Komosa

Chief Business Officer

Industry

Apparel & Fashion

Website

blackcart.com

Challenges and Scope

ICP: The sweet spot for BlackCart's target audience is the medium-sized eCommerce retailer, specifically those selling watches, shoes, shirts, pants, dresses, etc. Looking to hone in on those at the head of marketing, CMO, and owners.

Product: BlackCart is a "try-before-you-buy" plug-in for eCommerce retailers across the globe, plugging into eCommerce stores, helping to increase sales, conversion rates, and average order value, along with saving the brand money on transaction fees.

CIENCE Technologies coordinates the lead generation efforts for Blueprint. After researching appropriate clients, they conduct cold, outbound marketing campaigns.

Why CIENCE

In June 2020, BlackCart was looking to widen their pursuit process via outbound sales, deploying an SDR without having to hire a full-time partner. CIENCE came highly recommended, based on online reviews and a personal reference. It didn't hurt that, as a monetary investment, the overall risk was low.

"I would recommend them. The time commitment to set up the engagement was much higher than I expected, but that's because I wanted to make sure that the messaging they were using was on point," says BlackCart's Chief Business Officer.



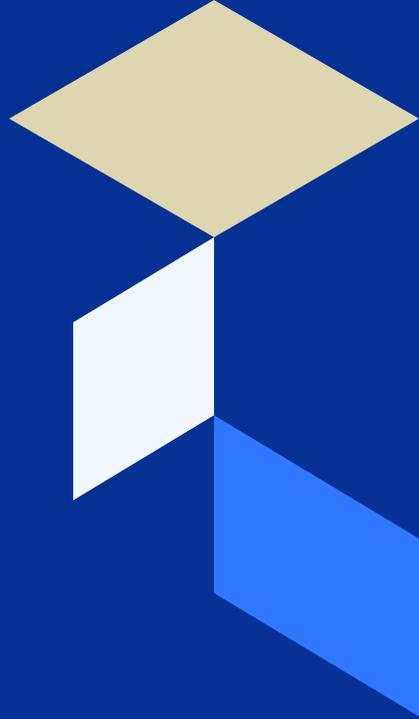
RESULTS

CIENCE set expectations early on, and demonstrated a shared desire to achieve the results BlackCart was aiming for. There was some concern over the campaign's outbound outreach stemming from overseas, but from the hundreds of emails delivered and many phone calls made, all while sticking to the agreed upon script and guidance, the SDR was able to gain interest from new and promising accounts.

"I can tell that they're diligently working on our account because our conversations get better each week. We can tell that it's working. They are outperforming my expectations," says BlackCart's Chief Business Officer.

CIENCE's Evaluation

Overall Score		★ ★ ★ ★ ★
Scheduling		★ ★ ★ ★ ★
Cost		★ ★ ★ ★ ★
Quality		★ ★ ★ ★ ★
NPS		★ ★ ★ ★ ★



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