



## Case Study: Sales Development



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### HOW CIENCE TOPPED SALES EXPECTATIONS FOR MANDOLIN

#### About Mandolin

Mandolin is a complete live-streaming concert platform for venues, promoters, artists, and fans. It was created shortly after the outbreak of COVID-19 when the music industry changed overnight. In a matter of weeks, to meet a new demand and get music back on the stage, Mandolin set up to revolutionize live-streaming for artists and fans.

Mandolin is designed and built from the ground up specifically for the music industry, bringing both the music and software experience together. It pushes the boundaries of livestream technology, giving artists a powerful set of tools to create and share content widely, with the ability to maintain the integrity of the artists' performance.



**Egan Montgomery**  
Director of Go-to-Market

**Industry**  
Computer Software

**Website**  
[www.mandolin.com](http://www.mandolin.com)

## CHALLENGES AND SCOPE

**Challenge:** As an aggressively growing brand new start-up, Mandolin aimed to create brand awareness and generate outbound leads but needed professional help to make it fast and clean.

**Need:** Mandolin wanted a steady inflow of qualified leads that would secure them eight meetings per month. Their ideal customer profile (ICP) targeted concert venues, artists, music promoters, agents, and managers.

**Opportunity:** To promptly support Mandolin's fast growth, CIENCE structured a personalized outbound campaign that started from detailed research and went on with multichannel outreach (email, social media, phone, and landing pages).

## WHY CIENCE

Aiming to start their outbound efforts as soon as possible, Mandolin chose CIENCE because of its reputation and plenty of positive reviews. CIENCE ranks at the very top of the list on various review platforms (G2, Clutch, UpCity).

*"The CIENCE team is prompt and professional. They quickly accelerated our go-to-market strategy and enabled us to start having conversations with prospects quickly," says Egan Montgomery, director of go-to-market at Mandolin. "They are booking steady meetings with qualified prospects. They've also helped us quickly refine our ICP and buyer personas."*

## RESULTS

During the six-month engagement, CIENCE's efforts resulted in one hundred ten qualified meetings set for Mandolin. These results topped the expectation of eight appointments a month.

*"CIENCE helped us generate a steady inflow of qualified leads and book meetings for our sales team. Throughout our time with them, they've tripled our weekly meetings booked through outbound prospecting and exceeded expectations. They've been a joy to work with."* says Jordan Ehrlich, B2B marketing manager at Mandolin.

Mandolin was particularly happy with how the outsourced team was managed. *"The project manager we were assigned to lead bi-weekly check-ins was wonderful, and she clearly managed a team well,"* says Ehrlich. *"She always followed up with our requests in a timely manner and incorporated the right team members when needed. Never dropped the ball on anything."*

CIENCE's Evaluation	
OVERALL SCORE	★★★★★
SCHEDULING	★★★★★
COST	★★★★★
QUALITY	★★★★★
NPS	★★★★★



## Say Hello:

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