



x reputation x
look better online

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Reputation X

Reputation X is a San Francisco Bay Area company that helps brands improve how they are seen online. From competitive brand reputation analysis to reputation monitoring tools and reputation enhancement services, they work to improve the relevance of branded search and social results.

Their online reputation management services include reputation monitoring, threat assessment and mitigation, reputation management strategy, content planning and development, review management, web page removal, search engine marketing, promotion, and suppression. Reputation X develops custom online reputation management tools to detect, monitor, and alert brands to opportunities and threats to their online brand.



Kent Campbell

Chief Marketing Officer

Industry

Marketing & Advertising

Website

reputationx.com

Challenges and Scope

ICP: Directors and VPs of Marketing, Risk Management, and Public Relations.

Product: Online Reputation Management Services and Tools.

CIENCE Technologies coordinates the lead generation efforts for Reputation X. After researching appropriate industries and clients, they execute outbound marketing campaigns.

Why CIENCE

“Read the book ‘Predictable Revenue’” – Kent Campbell, Chief Marketing Officer at Reputation X.

In July 2018 Reputation X was looking for a lead generation and outbound marketing agency. They partnered with CIENCE for an outbound sales solution consisting of a Sales Development Rep, Researchers, and Project Managers. *“They manage the outbound sales program end-to-end,”* says Kent Campbell.

CIENCE curated and enriched lead lists for Reputation X on a weekly basis, based on their ideal customer profile (ICP). After Reputation X decided on the exact accounts they wanted to penetrate, CIENCE orchestrated multi-channel, outbound outreach efforts on their behalf to start sales conversations and qualify leads.

RESULTS

“The people are great,” says Kent Campbell, Chief Marketing Officer. *“Management is responsive. CIENCE is data-driven so results are objective and measurable.”* Reputation X was able to develop a more predictable sales pipeline and convert more qualified leads into closed deals.





“CIENCE enables Reputation X to target companies that have reputation management issues in a very specific way,” says Campbell. “CIENCE manages research and outreach, while our in-house team manages the sales cycle from prospect to engagement. CIENCE has enabled us to spin up our outbound effort quickly.”

CIENCE’s Evaluation

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



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