



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Taivara

Taivara is a small digital firm that builds game-changing apps, websites, web apps, and IoT products for companies in security-conscious industries. Taivara has successfully helped companies across the U.S. with digital product co-creation for more than 10 years.



Mark Ruf

Product Manager & Head of Marketing

Industry

Information Technology & Services

Website

taivara.com

Challenges and Scope

ICP: Cybersecurity and utility companies.

Product: New technology solutions and software development.

CIENCE Technologies coordinates the lead generation efforts for Taivara. After researching appropriate industries and clients, they conduct cold-email campaigns on their behalf.

Why CIENCE

CIENCE first gained Taivara's interest through cold-email outreach, ultimately using this method as an example of how they could be of service to Taivara. Beginning in April 2018, Taivara chose to team up for an email outreach campaign using their own provided copy. Outreach was further supplemented with LinkedIn and phone touches.

With no set goal in mind, Taivara was open to exploring what could happen through lead generation and research. Mark Ruf, Product Manager & Head of Marketing, noted that *"Their project management style is excellent. CIENCE Technologies is full of responsive workers that are willing to try new things. In the beginning, we had a lot of things that needed tweaking and moving around. They were prepared to change things at the drop of a hat."*

RESULTS

Citing a change in leadership on their side, Taivara ultimately decided to wrap up outreach efforts but continues to collaborate with the research team at CIENCE. *"I was impressed with the research aspect and how well they can take a specific target and turn it into results. Other lead generation companies will ask for information and filter keywords through their database. CIENCE Technologies gets a lot more detailed than their competitors,"* says Mark.



As for recommending CIENCE, Mark believes the lead generation company does great work. *"I would suggest having your target and messaging well-defined before an engagement starts. Once you get through that, then everything else should be good to go."*

CIENCE’s Evaluation

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



548 Market St #99737
San Francisco CA
94104-5401 US

+1 (949) 424-2906
hello@cience.com
www.cience.com