

## Agillic cut through the digital noise using a new channel

**Agillic** is a leading Customer Marketing SaaS platform and publicly traded company. Having decided to expand into new foreign markets, Agillic needed to stand out in a competitive and crowded market, build brand awareness and generate pipeline throughout multiple territories to support its rapid growth.



Headquarters  
Copenhagen, Denmark



Website  
[www.agillic.com](http://www.agillic.com)



Founded  
1999



Industry  
Customer Marketing,  
Omnichannel Marketing



Company size  
51-200

## The challenge

Cutting through the noise in a mature, competitive and crowded market was difficult for Agillic, particularly in new territories where the company lacked presence. The challenge for the Business Development and Marketing team was breaking through to CMOs, Senior Marketing Professionals and generating the required volume of high-quality leads. Existing outbound channels, such as phone, email and LinkedIn, weren't generating high enough response rates and the number of Sales Accepted Leads was below target.

Agillic started testing direct mail as part of a multi-channel strategy. Good results were achieved but the process was manual and time-consuming.



“What used to take hours can now be done in minutes using Reachdesk.”

**Lise Luckow,**  
Marketing Director, Agillic



“Reachdesk has allowed our sales team to build additional pipeline whilst reducing the manual load of direct mail. Becoming more memorable and being first to the party in a supplier selection process has given us higher control over the process and increased our win rate significantly.”

**Charlie Oldham, Sales Development Representative, Agillic**

## The solution

Agillic selected Reachdesk to help scale their outbound efforts and event marketing. With a wealth of CRM data, Agillic was able to integrate Reachdesk with its CRM and Sales Engagement tools seamlessly. This allowed Agillic to send personalised 1-1 communications at scale whilst measuring the ROI.

## The results

Engagement went through the roof. The outbound sales team was able to connect to key stakeholders at target accounts they had previously spent months trying to get through to.

**52%**

higher response rate across email and phone

**21%**

increase in demo and discovery call show rates

**120%**

increase in post-event meetings attendance compared to the same events sponsored the previous year

**900,000**

additional pipeline built in the UK market over the course of 6 months