

## CUSTOMER SUCCESS SERIES

**50% cost reduction per lead**  
**20% growth in sales opportunities**

### ProspectUp

ProspectUp is a lead generation and business development firm that helps clients scale their prospecting and sales efforts. More specifically, they support companies in realizing and expanding their ideal target market, setting appointments through outbound and closing deals.

Alicia, the Founder & CEO, has helped clients close six-figure projects, including a deal with a national franchise company that was valued in millions of dollars.



[www.prospectup.com](http://www.prospectup.com)

### THE CHALLENGE

ProspectUps' main challenge was finding the right data to support lead generation efforts for their clients.

Prior to working with Cloudlead, they had tried several different vendors. The problem was that none of them could build custom lists with the right sales triggers.

As such, Alicia needed a better way to reach and resonate with her clients' target market – more specifically, their decision makers.

### THE SOLUTION

Alicia was initially introduced to Cloudlead by her mentor as a data provider that could help her scale her business.

*"My mentor told me that they'd searched so much and tried so many different providers – basically Cloudlead is the truth. They have the best data."*

Through a combination of tools and human researchers, Cloudlead is able to build custom data lists for her clients based on specific criteria that is not available through pre-built databases.

*"Leveraging Cloudlead's data, I was able to help a client get meetings with major companies like HubSpot. From the very first month, we managed to book 40 meetings for them through cold emails."*

### THE RESULTS

Cloudlead works great for Alicia because she can specify the data she wants - no matter how niche her customers' industry or target market is.

As an added benefit, she has the option to pay per valid lead which means there's no hidden costs due to bad data. This translates into 50% of cost reduction per lead.

*"Cloudlead's real value is in the fact that they can pull up targeted data at the right price point. That to me is extremely valuable."*



[www.cloudlead.co](http://www.cloudlead.co)



[hello@cloudlead.co](mailto:hello@cloudlead.co)

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