

B2B Lead Generation Program Growing Sales and Improving the Process



THE CLIENT

Twilio is the leader in the field of cloud communication services, enabling software developers to include voice and video calls, as well as text messaging, into their applications. Authy by Twilio enables strengthening, and even replacing, traditional username/password login for websites, SaaS products, and mobile apps. With HQ in California (USA), and offices around the world, Twilio works with companies like UBER, Netflix, Coca-Cola, Dell, Twitter, Yelp, and many others.



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OUTSOURCING
GROWTH**

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THE CHALLENGE

Fueled by their nine values, Twilio is always looking for ways to get better results with limited resources, especially in terms of their outreach strategy.

In order for them to focus on selling, and reduce the time they were spending on prospecting, Twilio was looking for a reliable partner to help them grow sales and improve the sales process.



500+


companies
contacted

There are a lot of lead generation services out there, but few can deliver the quality of service that Market Republic does at such a rapid pace. Market Republic has been critical as we leverage their team to discover different verticals. It's been a real pleasure and a very productive relationship for our team."

Kevin Mueller

*Business Operations and
Analysis at Twilio*

THE RESULT



2.000+

high quality
leads

Since June 2016, Market Republic has provided Twilio with services aimed at finding the right buyers for Authy, and has enabled them to focus on the deals that offer the most opportunity in the long run.

B2B Lead Generation services offered by Market Republic identified verticals and subverticals which can benefit the most by using Authy and delivered high quality, very targeted lead lists with verified contact information.



7

verticals
tested

Market Republic also provided consulting services to help Twilio find the best ways to utilize these leads and improve the process.

Open rate and click rate peaked at **73.49%** and **8.84%***

** Specific vertical targeted in a specific time-frame*

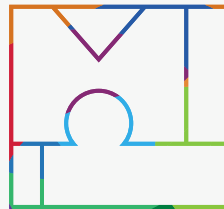
7%

lead-opp
conversion

5%

has shown
interest

The highest conversion from a lead into
opportunity was at **7.25%** **



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*** Specific vertical*