



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Fairygodboss

Fairygodboss is the largest career community for women. They help companies enhance their employment brand while reaching over 4M career-minded women to fill their recruitment pipeline with qualified, diverse women applicants.



**Danna
Hendrickson**

Head of Demand Generation

Industry

Information Services

Website

fairygodboss.com

Challenges and Scope

ICP: Real Estate, Construction, Government, Aerospace/Defense, Biotech/Pharma, Healthcare.

Product: A tool to help companies diversify their workforce from a pool of over 4 million career-minded women.

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

Why CIENCE

"I like how organized and communicative the CIENCE team is. We have a great account manager who communicates results and is proactive. Our SDRs are results-oriented and helpful." Danna Hendrickson, Head of Demand Generation at Fairygodboss.

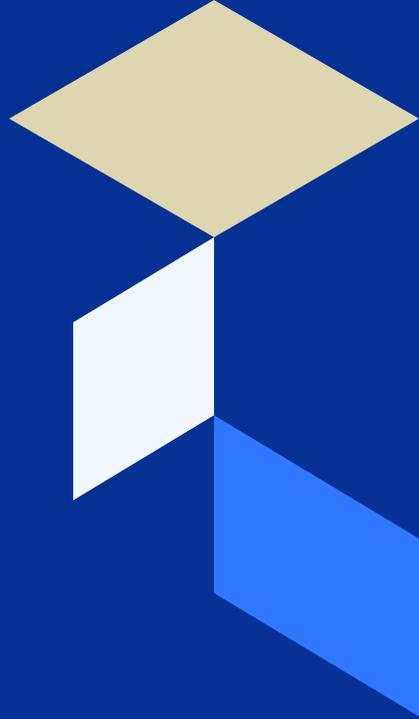
While Fairygodboss had many well-known brands associated with its company, they decided to work with CIENCE to accelerate their growth. They understood that converting quality leads to appointments could help scale their business rapidly and expand their reach to other companies that could benefit from a more diverse workforce.

RESULTS

Outreach began in October 2019. Especially considering the size of the organizations targeted, the quality of responses to the campaigns was very impressive with an almost even split between negative and positive responses. Fairygodboss was pleased to have CIENCE setting several appointments a week for them with hard to reach companies.

CIENCE's Evaluation

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



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