



t2ó

Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC



About t2ó

t2ó's mission is to help brands connect with their audiences, increase their sales, and build customer loyalty through marketing and technology.

They provide full digital solutions for brands that need a strategic and dedicated technology partner, capable of understanding what makes them truly unique and helping them grow. t2ó shares their knowledge and encourages innovation, keeping a "startup" spirit but working with big brands from the ground up.



Franco Figueroa

Marketing Manager

Industry

Marketing & Advertising

Website

t2omedia.com

Challenges and Scope

ICP: Oil and Gas industry C-levels, Tax, and Financial Consultants.

Product: Marketing and Advertising Strategy and Solutions.

CIENCE Technologies coordinates the lead generation efforts for t2ó. After researching appropriate industries and clients, they conduct orchestrated outbound marketing campaigns.

Why CIENCE

“Solid outsourced lead gen team” – Franco Figueroa, Marketing Manager.

t2ó sought out CIENCE to generate leads for a government agency looking to increase foreign investment. CIENCE conducted research based on t2ó’s ideal customer profile and curated fresh, accurate lead lists on a weekly basis. After t2ó identified the accounts they wanted to penetrate, CIENCE designed and executed multi-channel outbound marketing campaigns on their behalf

“They have a well-developed process to set up a lead generation campaign. This means you don’t have to start from scratch and figure things out on your own. They have a wide knowledge of the technical aspects of email campaigns,” says Franco Figueroa.

RESULTS

The partnership between t2ó and CIENCE began in April 2019. After a few months of collaboration on several outbound campaigns, t2ó's outsourced lead generation was "pretty much on autopilot," according to Franco Figueroa, Marketing Manager.

The engagement produced qualified appointments for t2ó with investment funds and foundations they wanted to connect with. Figueroa says of CIENCE, *"highly recommend them. Spend some time fine-tuning their processes with you so that it ends up being exactly what you want and need...It's well worth it."*

CIENCE's Evaluation

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





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