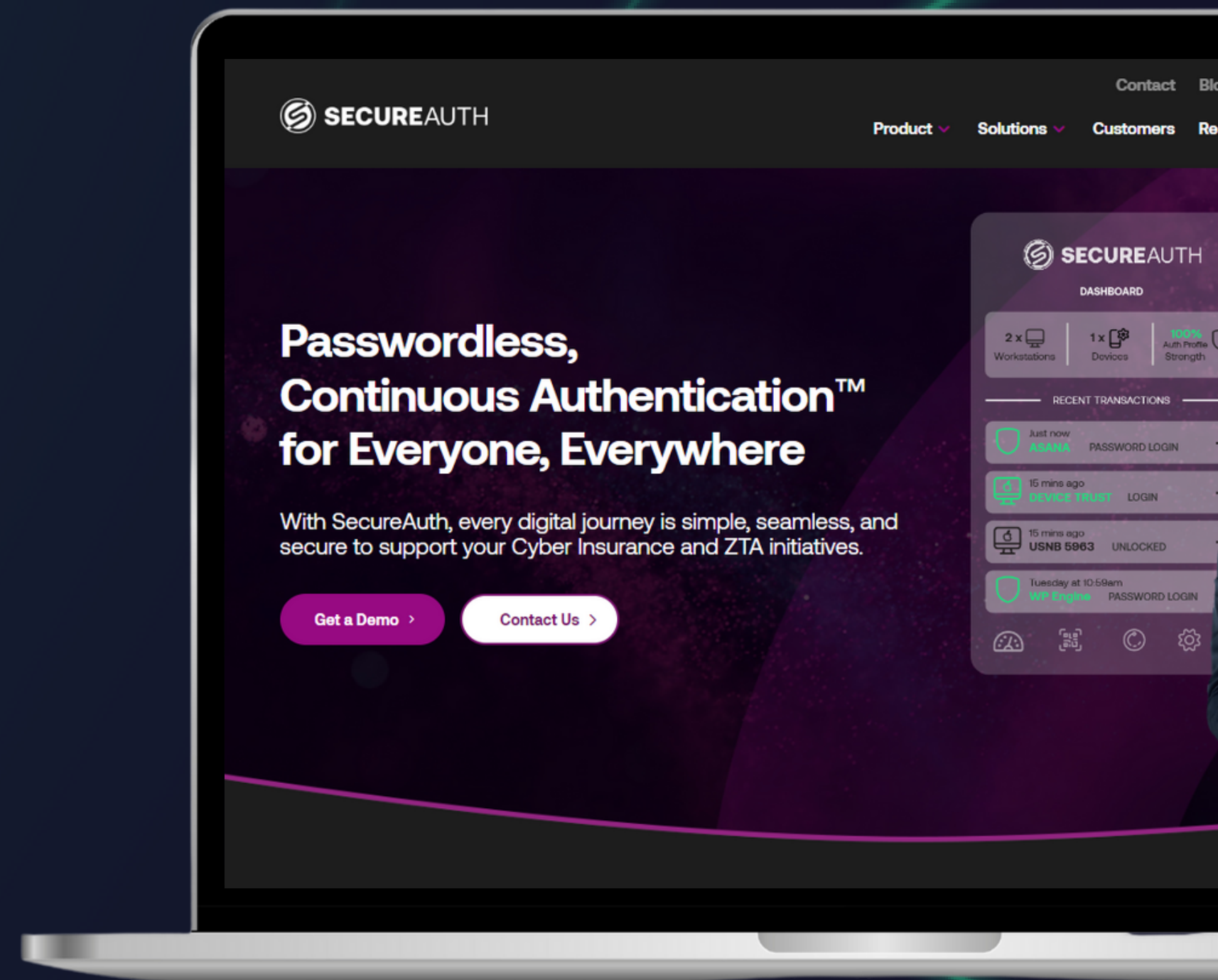


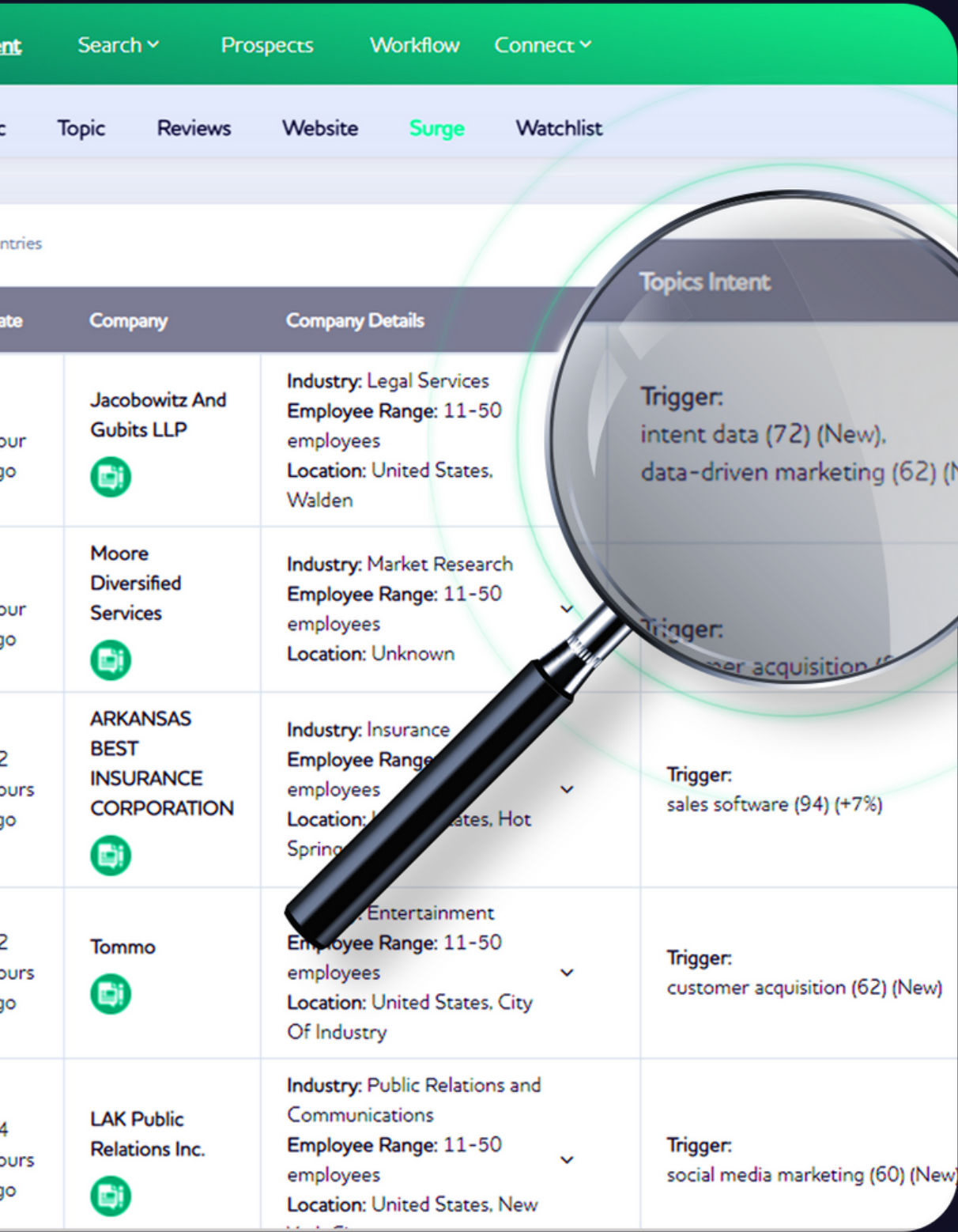
Case Study

£250,000 Revenue in 3 Months

Big Wins

In an electrifying journey fueled by the groundbreaking strategies of Lead Onion and the precision of buyer intent marketing, SecureAuth has not only raised the bar but shattered it, securing an astounding £250,000 in only 3 months.





The screenshot shows the LeadOnion web application interface. At the top, there is a navigation bar with 'Search', 'Prospects', 'Workflow', and 'Connect'. Below this is a secondary navigation bar with 'Topic', 'Reviews', 'Website', 'Surge', and 'Watchlist'. The main content area displays a table with columns for 'Company' and 'Company Details'. A magnifying glass is positioned over the 'Topics Intent' section of the table, highlighting the 'Trigger' information for the first row.

Company	Company Details
Jacobowitz And Gubits LLP	Industry: Legal Services Employee Range: 11-50 employees Location: United States, Walden Trigger: intent data (72) (New), data-driven marketing (62) (New)
Moore Diversified Services	Industry: Market Research Employee Range: 11-50 employees Location: Unknown Trigger: customer acquisition (62) (New)
ARKANSAS BEST INSURANCE CORPORATION	Industry: Insurance Employee Range: 11-50 employees Location: United States, Hot Springs Trigger: sales software (94) (+7%)
Tommo	Industry: Entertainment Employee Range: 11-50 employees Location: United States, City Of Industry Trigger: customer acquisition (62) (New)
LAK Public Relations Inc.	Industry: Public Relations and Communications Employee Range: 11-50 employees Location: United States, New York Trigger: social media marketing (60) (New)

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Chapter 1:

The Problem: Right Message, Wrong Time

Let's say you have a great product that nobody knows about – it's disruptive and ready to make shapes in its industry. You've tried your fail safe modes of traditional PR and marketing, but it's too slow. You're left with the question: **how do you get to the market faster?**

Before converting to Lead Onion, Karl Barton from cybersecurity platform, SecureAuth, was tossing content into the ether, hoping for a miracle that would bring customers his way – but the “seeing what sticks” strategy wasn't working.

With customers from around the world, SecureAuth's segmented audiences were receptive to different content narratives respective of where they sat on their buying journey. What they needed was a bespoke system that reached out to their audience individually – exactly where they were – instead of churning out content in the hopes it spoke to someone.

“I don't necessarily want all my partners or competitors to know I'm using this tool, because it gives me a competitive advantage.”

Chapter 1:

The Problem: Right Message, Wrong Time

For Karl, he needed to engage at the right time so he could appeal to his prospects' interests through targeted content. He wanted qualified leads that would cut out wasted time spent nurturing prospects who were anything but committed. **SecureAuth wanted a return on their investment of time and money – and quickly.**

When SecureAuth were bringing a new technology into their market, they needed visibility on who's looking at their tech.

They had walked the tried-and-tested routes of using telemarketing agencies, brand awareness and local PR. But the big issue was learning how to get their product out into the world in a faster, cost-effective way while hitting the nail on the head of every potential prospect opportunity out there.

Karl needed localised feedback from his target areas. The U.S. narrative wasn't succinct for his European audience and it needed to be tailored to reflect the nuanced needs of a varied international demographic – something they hadn't done before. **With a revenue goal to meet on a quarterly basis, they needed opportunities with genuine potential.**

“We grew another million dollars of new pipeline, just based on the fact we were able to focus our efforts on a certain market.”

Chapter 2:

The Solution: “Lead Onion gave us a different take on the market”

With a training process that was easy, intuitive and offered with round the-clock support from Lead Onion’s Chief Marketing Officer, Karl quickly learned how our platform was implemented and able to deliver results from day one.

Prospects began to fill up their dashboard. Despite the time difference between their American offices and their European markets, our systems we’re working – even when they weren’t.



Quick visibility of their data is offered in real-time, with sets of triggers and indexes outlined by Karl’s personal preferences. What Lead Onion offered was a vision of the SecureAuth market from a fresh perspective across all regions.

“If I was in board meetings or a management meeting and I wanted to explain to them about a particular market or market segment, I have that information right at my fingertips,” explained Karl.

As Senior Sales Director, Karl is responsible for strategic decisions about how to grow and where to invest. With Lead Onion he was able to access localised data relating to countries of interest – sometimes unexpectedly offering an entire new region they hadn’t yet considered!

Lead Onion empowers Karl to effortlessly share market insights to board members and management, facilitating strategic decisions on growth and investments.

Chapter 2:

The Solution: “Lead Onion gave us a different take on the market”

“Now you could say, ‘Oh, South Africa is too far away’. Or somebody might have reservations about working in the market,” he said, adding: “But, actually, there were some very unique drivers we found from the Lead Onion platform that told us it was a good market to go after.

Off the back of that, we grew another million dollars of new pipeline, just based on the fact we were able to focus our efforts on a certain market”.

Karl was able to generate prospects who were actively looking for SecureAuth’s services. He wanted an engagement model that would nurture at every stage along the buying funnel and would actively appeal to the topics and conversations their prospects were wanting.

Lead Onion understands the buyer dynamic, and for Karl, this was paramount.

“If my technology was very strong in a certain sector, using the Lead Onion platform, I could put those names into the platform as key pieces of data,” he said. “Then, essentially, the Lead Onion platform would give me that information back about people in those organizations that are looking to buy. That’s unique”.



Chapter 3:

The Results: “Competitive Advantage”

In the first three months of using Lead Onion, SecureAuth’s results are pretty spectacular:

- ✓ 36,591 emails were sent
- ✓ 4,837 prospects were identified
- ✓ 449 became MQLs (marketing qualified leads)
- ✓ 37 became SQL (sales qualified leads)
- ✓ £1,000,000 of sales in the pipeline
- ✓ £250,000 confirmed sale



According to Karl, Lead Onion is a tool so great, it’s worth keeping under wraps: “I don’t necessarily want all my partners or competitors to know I’m using this tool, because it gives me a competitive advantage.”

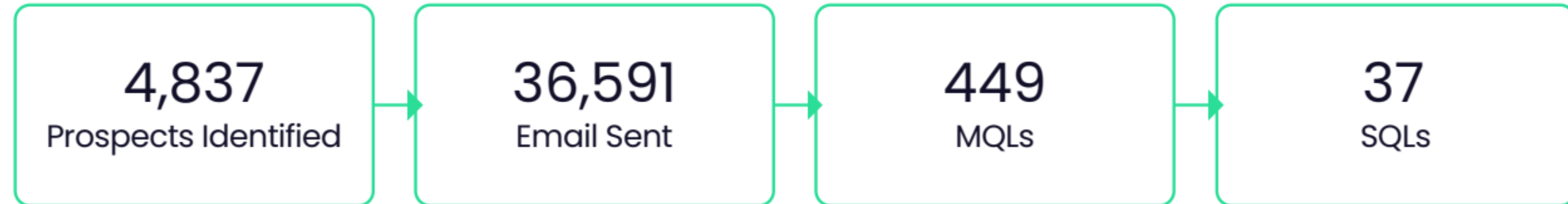
“Lead Onion is all about cultivating relevance right through your buying journey, using automated cadences to deliver your message to your prospect lists right when they signal their interest. With Lead Onion, your prospects’ engagement is backed by historical data which offers insights into their buying patterns, and particularly, how these evolve over time.”

“ We grew another **million dollars of new pipeline**, just based on the fact we were able to focus our efforts on a certain market.

Chapter 3:

The Results: “Competitive Advantage”

Day 90:



£3,597
Invested

=

£1,000,000
Pipeline Sales

£250,000
Confirmed Sales

ROI: 6,851%

Scale your sales faster with **Lead Onion** – the Intent-Driven Sales Enablement Platform that finds your total addressable market in seconds.

Smash your sales targets month after month with advanced lead intelligence.

We combine B2B intelligence with company and contact data in one seamless platform to highlight your hottest leads based on what's happening within your addressable market.

[Book a Demo](#)

[Trial for 7 Days](#)

