

# 25 INTERESTED PROSPECTS IN ONE MONTH FOR LAUDSPEAKER (YC W21)

## OUR CLIENT

Laudspeaker is a Y Combinator backed open source customer engagement and marketing automation platform. Their B2B SaaS platform allows their users to seamlessly import and message their customers through their own bespoke consumer mobile applications.

## THE PROBLEM

Laudspeaker has a handful of very passionate early adopters as they work towards product-market fit. They typically generate leads through the Y Combinator network, customer referrals and inbound channels. Before Opp, Laudspeaker never implemented any outbound campaigns.

## OUR SOLUTION

Opp crafted a custom strategy for Laudspeaker based on a tech stack audit of their target market. Once a specific tool called React was identified, Opp worked this information into the email campaign which added an extra layer of personalization to the messaging. This targeted approach combined with an in-depth analysis of Laudspeaker's ICP led to an extremely successful email campaign.

Opp and Laudspeaker still maintain regular communications to ensure consistent performance.

Below are the average email campaign statistics for this tech stack oriented campaign for Laudspeaker:



## CAMPAIGN REPLIES

"Hi Abe,  
Amazingly, this is interesting! (amazingly, because I get a zillion cold emails a day at this point and nothing is ever interesting.)  
I'd love to set up a call, although this Thursday is tough. Do you have availability next week?"

"Hi Abe,  
TBH I don't usually respond to this kind of automated cold outreach, but your timing may be good. I'm adding our head of product to the conversation to learn more."