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How **Sendoso**
Turned \$4K
Into \$180k ARR
By Sending
"Fortune Cookies"

#SHOWMETHEDATA

HAVE A NICE DAY

STEP #1



Due to COVID hitting - the team over at Sendoso initially had to make a product change (Address Confirmation**) so that they were still able to send Direct Mail to prospects, despite everyone working from home.**

STEP #2



Once, they had made the product change to the platform - they begun the campaign **"Project Thaw"** & the aim of this campaign was to reactivate 107 target accounts that were frozen.

STEP #3



As part of the campaign, there were **TWO** channels that were being used to contact target accounts. The first was **'account-based-advertising'** through the well-know ABM platform "Terminus." They used this channel to create awareness & to **'pre-build'** trust with the accounts they were targeting.

STEP #4



So, once they implemented **'account-based-advertising'** which acted as the Air Cover for AE's & SDR's - they then sent **'Fortune Cookies'** to target accounts. Inside the Cookie, was a value prop of the Sendoso platform (this creatively got across the value without being too 'salesy')

THE RESULTS:



So, in total for this campaign (**Project Thaw**) they spent \$4,000 & in return generated \$180,000 ARR - (45X ROI)

If you want to check out the podcast we did with the CMO of Sendoso about this exact campaign - click the link in the comments