



DEMAND GENERATION

\$2.3M in pipeline from a 5,000 account market.

When you sell into one vertical, your whole market is a list. The only question is whether you have covered it.

Client A vertical software company

5,000

Accounts in the target market

24

Qualified opportunities created

\$2.3M

In pipeline generated

THE SITUATION

A finite market, and no way to cover all of it.

The company sold into a single vertical. That made its total addressable market finite and countable at roughly 5,000 accounts, every one of them nameable in advance.

So this was never a targeting problem. There was no clever segment to find. The constraint was reach: covering the whole list at a standard worth replying to.

WHAT WE DID

- Treated the entire 5,000 account list as the working set, not a sample
- Warmed deliverability infrastructure before running volume
- Ran outbound end to end, from first contact to booked conversation

WHAT MADE IT WORK

A finite market can be covered completely.

The constraint was never which accounts to pick. It was reaching all of them at a standard worth replying to. First meetings landed in about six weeks.

Audit first

The diagnosis comes before any proposal.

Fixed scope

Written and bounded. No open ended retainer.

Senior operators

The people who scope it are the people who do it.

One name owns it

A single lead is accountable for the number.