

A Social Media Company's Quest to Reach Advertisers



Industry: Social Media

Headcount: ~1,300

Customer Type: Advertisers

JumpCrew Services: Sales

Development Representatives

The Challenge

One of the world's leading social media platforms approached JumpCrew seeking to reactivate thousands of advertisers who had previously spent on the self-serve ads platform. They needed a partner who could advise on campaign strategy and rapidly scale to provide personal attention for each potential advertiser.

The Plan

The platform had no sales playbook in place. They needed an experienced team to hit the ground running.

JumpCrew took total ownership of the effort. They categorized raw data sets, distributed and sorted by sales rep, named activity types and built corresponding dashboards within Salesforce. Strategists quickly assessed what sales collateral could assist the reps in closing deals.

What started as an initial pilot sales team of four quickly grew to 29. JumpCrew's expertise in sales coaching and management helped their sales team close high-value advertising prospects, ad agencies, and individuals needing personalized targeting and measurement guidance. They were also able to provide ongoing support to scale the success and budget of advertising campaigns, keeping those advertisers engaged and spending.

Recent Results

- \$35 million net new advertising sales
- 500,000 phone calls, emails, social messages
- 41% win-back leads



JUMPCREW

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