

Textedly™

Lead Generation, Sales, & Customer Journey



Industry: Advertising Services

Headcount: 18

Customer Type: Enterprise

JumpCrew Services: Sales

Development Representatives,

Customer Support

The Challenge

Textedly, a one-man startup, came to JumpCrew looking for a team to help drive the growth of the business. What started as a two-rep sales team has developed into a 10-person, fully mapped, customer-journey engine that consistently generates prospects, guides them through the sales process, converts free users to paid users, and retains the overall customer base through a JumpCrew Customer Support channel.

The Solution

Email Marketing - Intensive lead nurturing campaigns

Operations - Customized lead and opportunity stages, contracting solution, and weekly reporting

Sales - Dedicated sales team to onboard freemium users and convert to paying users at scale

Customer Support - Dedicated Customer Support team to drive retention

Recent Results

- 4,454 new customers closed
- 37% conversion rate from inbound lead to closed deal
- Grew team from 2 reps to 7 reps, 6 AEs, and 1 CSM



JUMPCREW

(888) 893-2165

support@JumpCrew.com

JumpCrew.com