AUTOMATIO

How Automatio Booked 7 Demos in 48 Hours Using Our AI Outreach System

AI-powered outreach booked seven demos in 48 hours through fully automated, personalized LinkedIn and email messaging.

7	48 hrs	44	16%
DEMOS BOOKED	FROM LAUNCH	MESSAGES SENT	POSITIVE REPLY RATE

Overview / Challenge

Automatio is a fast-growing AI automation agency focused on building scalable systems for sales and marketing. Like many service businesses, they needed a predictable way to generate qualified demos without spending hours manually prospecting and following up with leads.

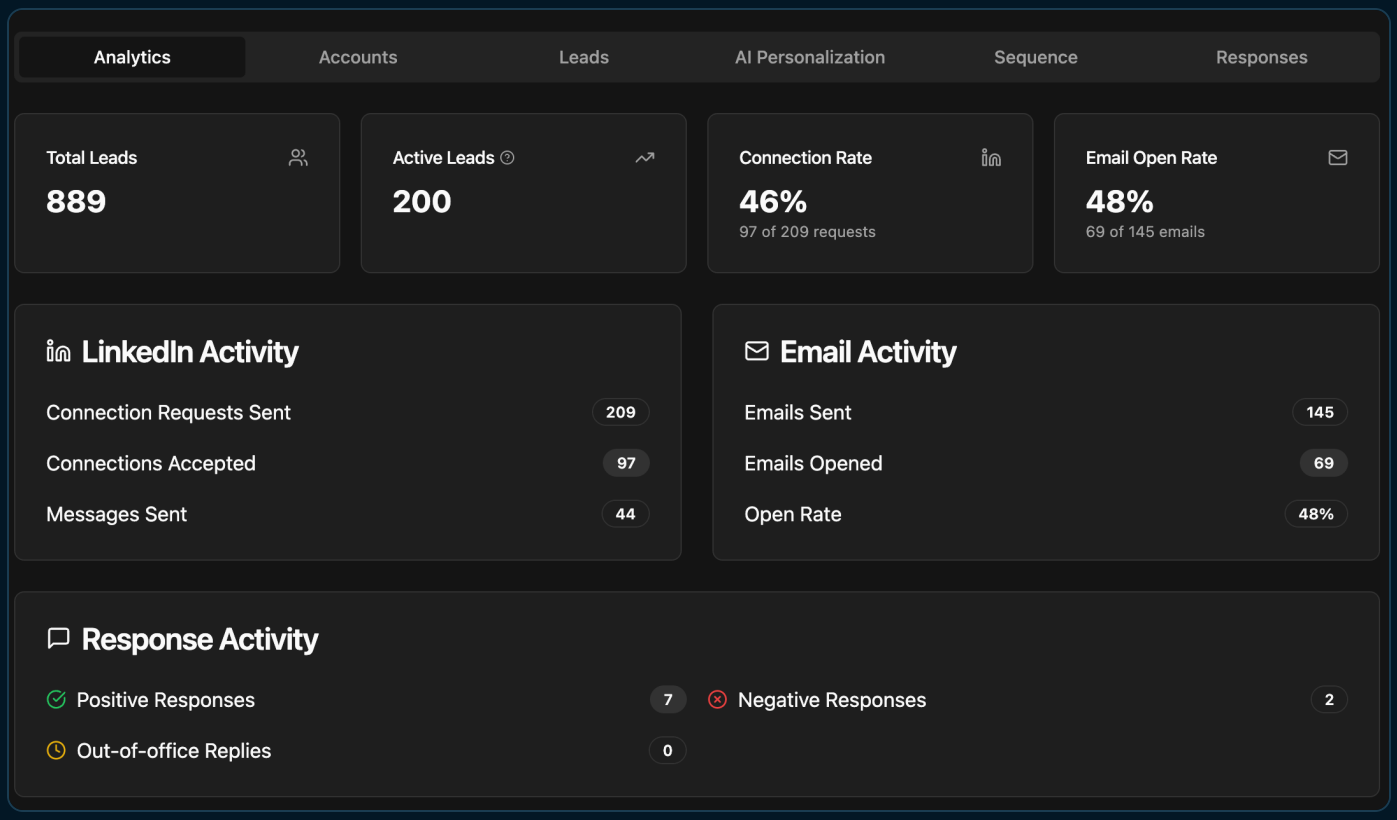
Before our AI outreach system, outreach campaigns were mostly manual and inconsistent. The team had to find leads, write messages, track replies, and handle scheduling themselves. This created a ceiling on growth. Automatio wanted a system that could handle outreach at scale, feel personal, and run entirely in the background.

Solution

Automatio partnered with KickShift to implement our AI outreach system, the Outbound AI SDR, a fully automated multi-channel outreach system that runs across both LinkedIn and email.

At the core of the system is our AI Research Agent, which analyzes each prospect's profile, company website, and public data to create contextually relevant and personalized outreach. Once a lead connects or replies with interest, the AI Auto-Responder automatically sends Automatio's Calendly link and routes the prospect to a demo page, where they can instantly view how the system works and book a time to learn more.

All conversations and campaign metrics are synced in real time to our Sales Database & Analytics dashboard, giving Automatio a complete view of reply rates, engagement levels, and conversions without any manual tracking.



AUTOMATIO CAMPAIGN ANALYTICS — LINKEDIN, EMAIL, AND RESPONSE ACTIVITY

Features Implemented

Multi-Channel Outbound AI SDR

Managed outreach across LinkedIn and email with personalized, AI-researched messages for each prospect.

AI Auto-Responder

Detected interest, shared the demo and Calendly links, and managed replies automatically.

Sales Database Integration

Logged and tracked all performance metrics in real time for both channels.

This combination of tools allowed Automatio to deliver natural, human-like outreach at scale while eliminating manual effort and response management.

Results / Outcome

The campaign launched on a Wednesday afternoon and began producing results almost immediately. Within 48 hours, Automatio booked seven demos from just 44 LinkedIn and email messages, achieving a 16% positive reply rate. Every demo came from authentic, personalized outreach powered by AI-driven research and automation.

Because everything ran through our AI outreach system, Automatio had full visibility into campaign performance and could confidently scale their outreach without increasing workload. Today, Automatio continues to run this system in the background, generating demos passively while focusing on client projects and growth.

Key Takeaway

AI outbound works best when it feels authentic and informed.

By combining AI-powered research with multi-channel personalization, Automatio achieved consistent, high-quality engagement without lifting a finger. The Outbound AI SDR handled the execution, the AI Research Agent provided context, and the Sales Database & Analytics Dashboard delivered clarity — together creating a repeatable system that scales results effortlessly.

Our AI outreach system — installed and managed by KickShift.

7 demos
in 48 hours

Want results like these?

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