kickshift

CASE STUDY
AI SERVICES · B2B

INTELLUM AI

12 Qualified Meetings in 60 Days

12	4	8 wks
MEETINGS BOOKED · 60 DAYS	CLOSED DEALS	ENGAGEMENT LENGTH

The Challenge

Intellum AI, an AI services firm selling into B2B agencies and consultancies, had no predictable outbound engine. Meetings came from referrals and inbound only — cold channels were producing zero booked calls, making pipeline impossible to forecast.

The Approach

We deployed the Proof First Outbound system: instead of opening with a pitch, every campaign led with a custom proof asset built for the prospect, followed by persistent multi-touch follow-up until the meeting was booked. Targeting focused on a tightly defined ICP of B2B agencies and consultancies where the offer had the clearest fit.

The Results

Over the 8-week engagement, the campaign took cold-channel meetings from zero to 12 qualified meetings booked — and 4 of those conversations converted into closed deals. Outbound went from a dead channel to a working, repeatable source of pipeline.

HOW PROOF FIRST OUTBOUND WORKS

01

Lead with proof

Every campaign opens with a custom asset built for the prospect — not a pitch.

02

Personalize at send time

Fresh context is pulled for each prospect the moment the message goes out.

03

Follow up until booked

Sequenced follow-up runs until a meeting lands on the calendar.

Proof First Outbound — campaigns that lead with a custom asset, not a pitch, and follow up until the meeting is booked.

0 to 12 meetings
from cold outbound

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