MEMBERIFY

Scaling Sales with AI SDR Automation

An AI SDR platform fuels outbound at scale, delivering 10 booked meetings in the first month.

10	1.1%	900	$200
MEETINGS BOOKED · MONTH 1	BOOKED MEETING RATE	LEADS THROUGH THE SYSTEM	PER MONTH TO RUN

SERVICES

- AI SDR Platform
- Automated Sequencing

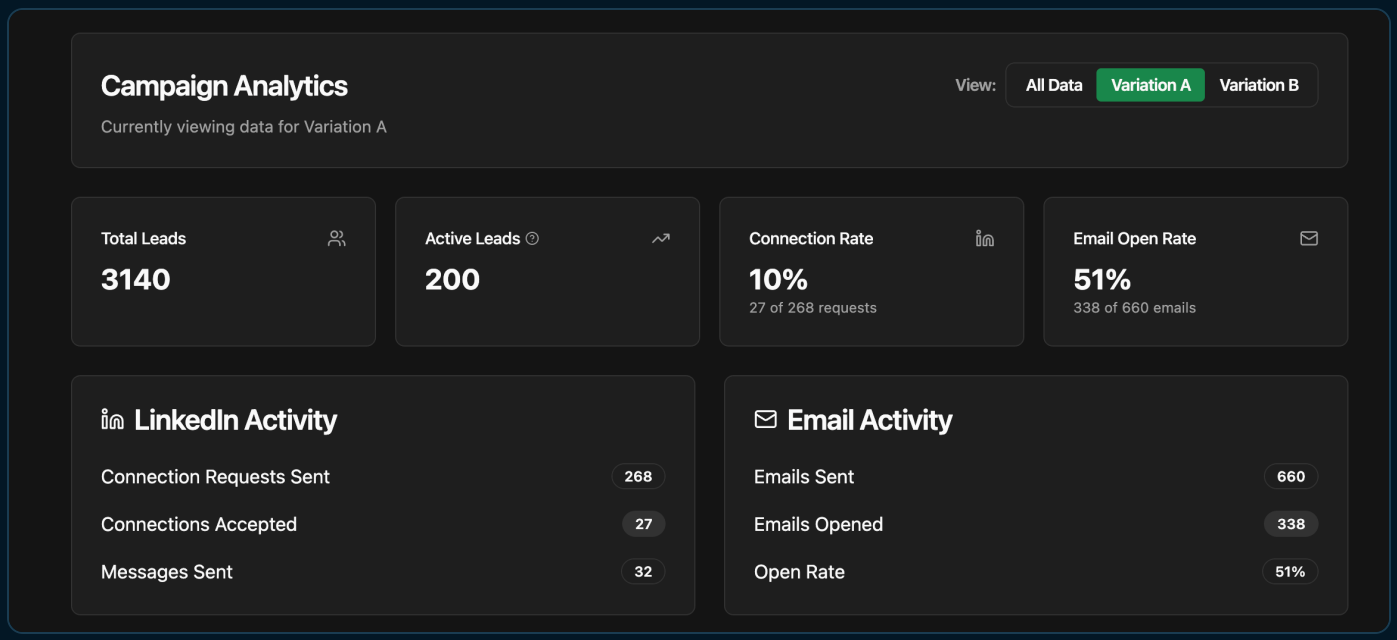
PLATFORM

- Custom SaaS App

Overview

Memberify is a fast-growing digital services company that needed a scalable way to fill its sales pipeline. Before, reps spent hours prospecting, researching leads, and manually sending outreach on LinkedIn and email.

This manual process was slow, inconsistent, and expensive to scale. Memberify needed a way to reach more leads, stay personalized, and actually turn outreach into booked meetings.



CAMPAIGN ANALYTICS DASHBOARD

Solution

We built and launched a fully automated AI SDR platform to handle outbound outreach end-to-end. Here's how it works:

01

Custom research on every lead

The AI pulls contextual insights from each prospect's website and LinkedIn account for personalized research and messaging.

02

Multi-channel sequences

Runs tailored campaigns across LinkedIn and email to reach leads on both channels.

03

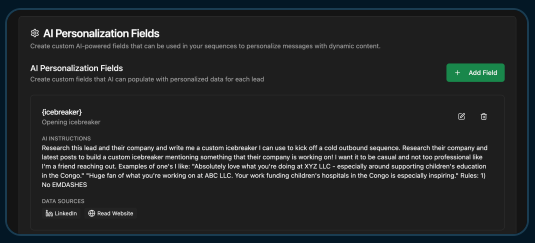
Automated reply handling

Replies are categorized as positive, neutral, or negative; positive replies trigger automatic meeting scheduling, and the AI auto-replier handles objections automatically.

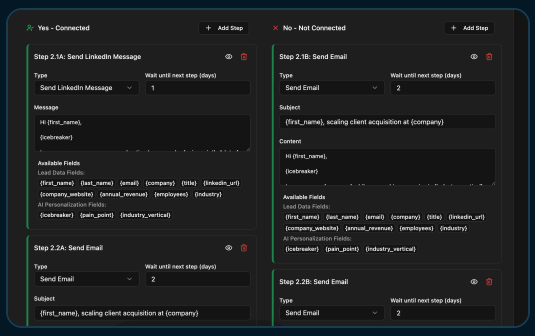
04

Seamless scaling

Upload a lead list and let the system run — no risk of platform flags, no manual bottlenecks.



AI PERSONALIZATION FIELDS



MULTI-CHANNEL SEQUENCE BUILDER

Features Implemented

- **Lead Research AI**

  Compiles personalization data for each lead.

- **Outbound Orchestrator**

  Manages campaigns across LinkedIn and email.

- **Auto-Responder**

  Engages with inbound replies in real time.

- **Meeting Scheduler**

  Instantly books qualified prospects on sales calendars.

- **Analytics Dashboard**

  Tracks leads, reply rates, meetings booked, and ROI.

Results

In the first month alone:

- 900 total leads were pushed through the system.
- 10 qualified meetings were booked, a 1.1% meeting rate.
- At just $200/month, the system delivered meetings at a fraction of the cost of traditional outbound.

The ROI was clear from day one. Instead of burning hours on manual prospecting, Memberify's team now runs outreach at scale, books meetings automatically, and focuses their time on closing deals. What was once a bottleneck became a repeatable, low-cost engine for pipeline growth.

AI SDR automation — research, sequencing, reply handling, and booking, running end to end.

10 meetings
in month one



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