NEXUS INNOVATIONS

AI-Powered Lead Generation Transforms Nexus Innovations' Outreach

AI-driven lead generation increased qualified leads by 35% and intro call bookings by 20%.

+35%
QUALIFIED LEADS

+20%
INTRO CALL BOOKINGS

SERVICES

- AI Lead Generation
- Make.com Automation

STACK

- Apify
- Airtable
- Make.com

Project Overview

Nexus Innovations, a dynamic tech firm, faced challenges in efficiently generating high-quality leads and booking introductory calls with potential clients. The company's manual lead generation process was time-consuming and lacked personalization, resulting in suboptimal outreach efforts.

To address these issues, we implemented a lead generation system using Apify. We developed AI agents to search for relevant websites based on industry-specific keywords, crawl them to extract high-value contact information, and then craft personalized cold emails aimed at engaging potential leads and securing intro calls.



MAKE.COM AUTOMATION WORKFLOW

Project Execution

Our team began by building AI lead generation agents using Apify. These agents were designed to scour the internet for websites relevant to Nexus Innovations' target industry, gathering essential contact details of key decision-makers. The collected data was then organized and managed through Airtable, providing a streamlined system for tracking outreach efforts.

To automate the entire process, we leveraged Make.com. This platform integrated the AI agents' data with Airtable for efficient lead management, and automated personalized email campaigns for timely, targeted communication with potential leads.

Project Results

The system delivered a significant increase in both the quantity and quality of leads, leading to more successful introductory calls and potential client engagements.

- 35% increase in qualified leads
- 20% growth in intro call bookings
- Enhanced efficiency in lead generation processes
- Improved personalization in email outreach
- Streamlined lead management with Airtable integration
- Automated workflow resulting in time savings and higher productivity

AI lead generation — agents that find, enrich, and reach the right decision-makers automatically.

+35% qualified leads

+20% intro calls



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