



## B2B Lead Gen Agency

### Doubled client retainers and increased profit margin by 50%.

*We added Horlio to our agency's tech stack and it's now our most profitable service. We've doubled our retainer with five clients.*

— David L., Agency Owner, B2B Marketing Pros

#### The Challenge:

Our agency's LinkedIn lead generation service was effective but incredibly time-intensive and difficult to scale. Our margins were suffering, and we couldn't take on more clients without hiring more people, which capped our profitability.

#### The Horlio Solution:

We productized our services using Horlio as the delivery engine. We now offer a more advanced, AI-powered service. Horlio's AI Agents run the campaigns for all our clients, managed from a single dashboard. This allowed us to deliver superior results while automating 80% of the manual work.



**2x**

AVERAGE CLIENT RETAINER



**+50%**

SERVICE PROFIT MARGIN



**-80%**

MANUAL WORKLOAD