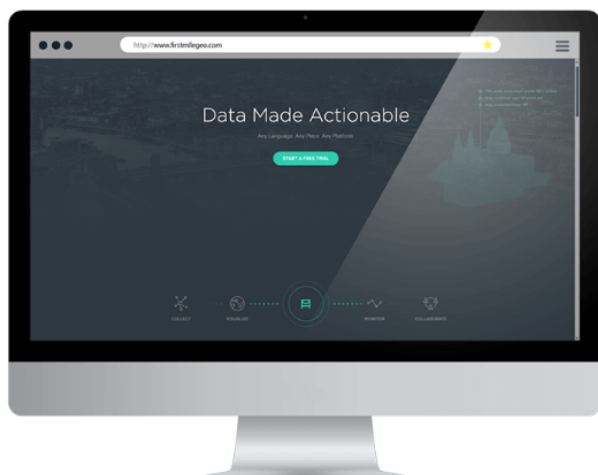


## First Mile Geo Case Study



First Mile Geo is a unified platform across the enterprise for collecting, visualizing, and collaborating over data in any language and without the tech team. It collects data through technology or pull data from other sources into one place.

The platform include services such as Data Capturing & Integration, Data Analysis and Real-Time Monitoring and Executive Briefings.

When First Mile Geo contacted Bant.io, the company was looking to optimize their lead generation process and wanted Bant.io to help them find more interested leads and set up more calls and meetings. Since we love to work with online service based companies, especially on a SaaS model, we were excited to set them up with a scalable lead generation process and find ideal customers that would be interested in hearing what First Mile Geo had to say. We started targetting the Consumer Goods industry and the campaign was a success right from the start.

Our team formulated a first lead generation campaign which resulted in 1700 ideal customers and multiple hot leads.



**Client:** First Mile Geo

**Problem:**

Looking to acquire more Enterprise customers in the Consumer Goods industry;

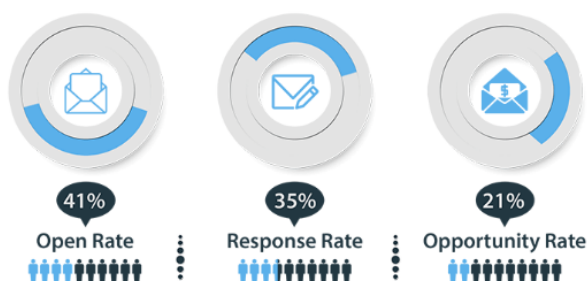
**Solution:**

1700 prospective clients reached;  
4 email sequence campaign developed;  
3 A/B tests performed;

**Campaign Results:**

41% Open Rate;  
35% Response Rate;  
21% Conversions to Opportunities;  
51 Hot Leads

### First Mile Geo Campaign Results



*"Forget waiting weeks for leads to be generated, tabulated and distributed. Bant.io offers the full process in a very quick manner. Not a chance to go wrong with these guys. GO for it!"*



**Matthew R. McNabb - CEO at First Mile Geo**