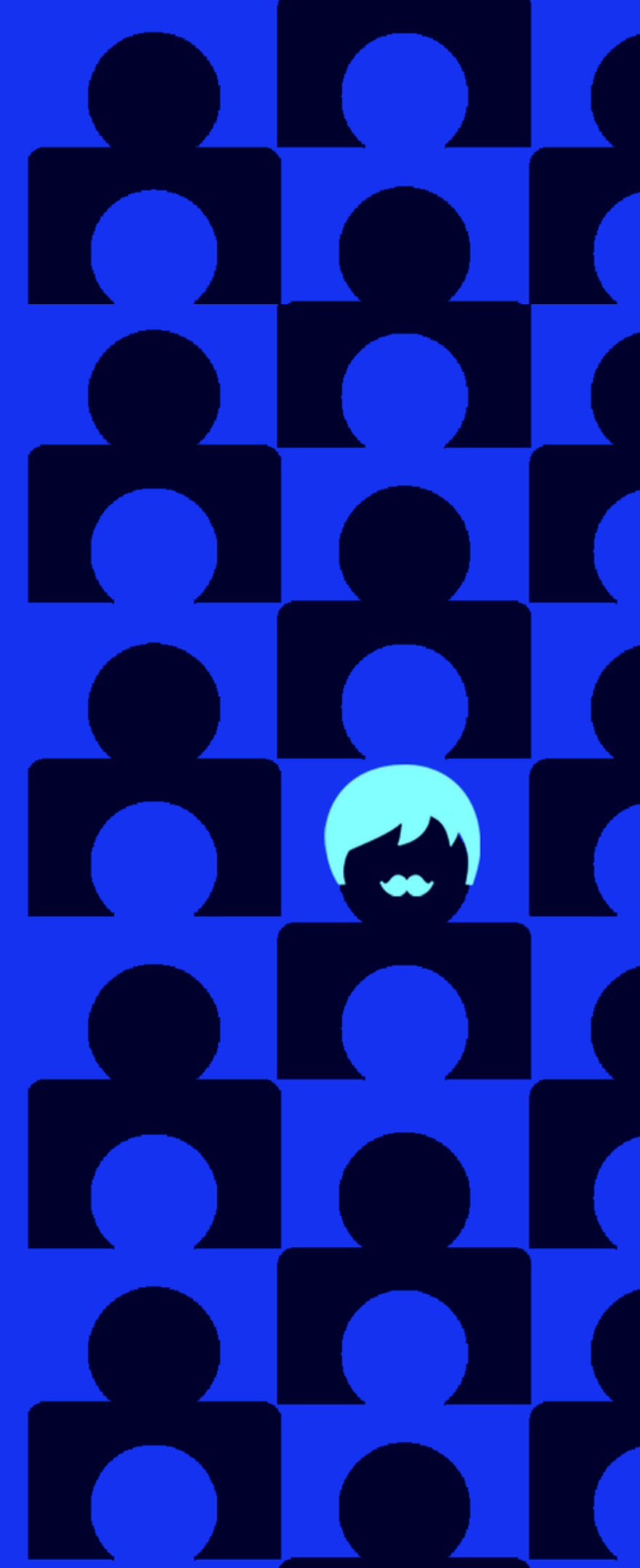


CASE STUDY



**How DFS achieved
Revenue Growth by getting
Sales & Marketing Alignment right.**

Powered by  **SALESWINGS**



About

Diversified Foodservice Supply

Diversified Foodservice Supply (DFS) is a leader in the restaurant and foodservice supply industry in the United States, providing over 250'000 products ranging from OEM parts to exclusive private-label brands.

DFS caters to service professionals, corporate chains and franchisees, focusing on making the procurement process seamless, efficient, and tailored to individual customer needs.



About

SalesWings

SalesWings provides sales and marketing teams with rich first-party data insights into the needs, interests and sales-readiness of their leads, contacts and accounts.

SalesWings first-party intent data is deeply and natively integrated into Salesforce, Braze as well as other partner platforms, powering highly personal, timely and well-orchestrated sales and marketing engagements.



A Challenge for DFS

**Prior to adopting SalesWings, DFS faced an all-too-common challenge:
Sales and marketing were working siloed and in an uncoordinated manner.**

As a leader in their space, DFS needed a way to align their teams in terms of how they orchestrate sales and marketing activities, to stay ahead of a rapidly digitizing market.

The foodservice industry, characterized by seasonality and shifting consumer preferences, makes personalized and timely outreach essential for success. However, DFS lacked real-time insights into customer behavior, making it hard to monitor where buyers were in their decision process.

Marketing was sending all the leads to sales without systematic qualification, resulting in missed opportunities and a growing disconnect between teams.

Their campaigns struggled to resonate with audiences due to a lack of personalization, and they had no easy way to track campaigns' ROI or optimize performance either.

Rachel See, Vice President of Marketing at DFS, realized they needed a solution to align their teams, prioritize high-value leads, and provide data-driven customer engagement.

Negative business impact

When sales and marketing teams work in silos, a range of negative impacts is the result - ultimately leading to revenue loss.

According to Forrester Research, only about 8% of companies have strongly aligned sales and marketing teams.

The Solution

When Rachel discovered SalesWings, she found a purpose-built solution to solve these challenges. Designed to unify sales and marketing efforts, the platform provided DFS with actionable first-party intent insights and a native Salesforce integration to track, qualify, and prioritize leads and accounts effectively.

- **More Impactful Sales Outreach**

- Sales teams could access behavioral insights directly in Salesforce, empowering them to personalize their approach for higher close rates.

- **Increase In Lead Quality For Sales**

- Marketing leveraged SalesWings insights to increase lead quality, ensuring sales teams focused on high-value opportunities.

- **Stronger Campaign Results**

- By creating behavioral audiences, DFS increased engagement with their campaigns, by crafting more relevant and timely campaigns.

Thanks to SalesWings' solution and advisory, DFS transformed how sales and marketing operate in tandem.



SalesWings helps us to finally connect marketing's efforts with sales' goals. The ability to track, prioritize, and personalize our outreach has transformed how we engage with customers—and it's driving real results! It allows us to focus on what matters most: building stronger customer relationships.



Rachel See, Vice President of Marketing at DFS

The Results

DFS launched an abandoned cart campaign powered by SalesWings insights, sending customers who didn't complete their online purchases straight to sales.

Within six weeks, this campaign alone generated ROI of 25'000 US\$ in additional closed opportunities + the generation of hundreds of sales-ready prospects.

SalesWings' B2B attribution capabilities allowed DFS to measure campaign performance accurately, demonstrating marketing's impact and guiding future strategies. In fact, DFS is now launching more revenue-driving campaigns, encouraged by the proven ROI of the abandoned cart journey.

With unified insights, sales & marketing now operate with shared KPIs and aligned priorities. Transparency in the lead qualification processes improved trust and ensured high sales acceptance rates, directly boosting the closing of new business.

With stronger collaboration comes efficiency gains. Streamlined follow-ups reduced inefficiencies, helping DFS to focus on leads with the greatest potential leading to an increase in lead conversion rates - and more sales.



Getting Sales and Marketing Alignment right.

DFS is proof that bridging the gap between sales and marketing doesn't just improve workflows; it generates measurable business impact.

By implementing SalesWings, DFS has been able to align their revenue teams, optimize campaigns, and deliver significant revenue growth.

ROI

within a few weeks

Next Steps & Resources

- [SalesWings Website](#)
- [The Ultimate Lead Scoring Guide](#)
- [Follow us on LinkedIn](#)

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