



INCENDIUM CASE STUDY

AI-powered automation platform, now on track for a Series A raise, unlocks main vertical thanks to Incendium’s Sonar.



The Problem

The early-stage company faced pressure to go to market quickly but lacked clarity on the right audience. With limited time and resources, they needed a strategic outbound solution to test different verticals and identify the most promising market.



The process

Using Sonar’s outbound engine, the company rapidly tested different verticals, optimizing messaging for each. Sonar’s data-driven approach allowed them to efficiently engage with potential customers, gather insights, and iterate quickly, ensuring no time was wasted on ineffective channels.



The outcome

Through structured testing, the company nailed product-market fit in the freight logistics space. This focus accelerated their growth, and logistics has since become their primary vertical, driving significant growth and long-term success.

BY THE NUMBERS

83,655 prospects

ranging in titles, seniority, and industries contacted 3x on average across outbound channels in order to quickly test ICPs.

533 MQLs generated

via outbound campaigns, representing over \$2.6 million in pipeline.

6 verticals

opened via MQLs generated, most notably freight/logistics, the company’s most prominent vertical.



READY TO GET GROWING?

Schedule a demo today.

SCHEDULE AT:

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