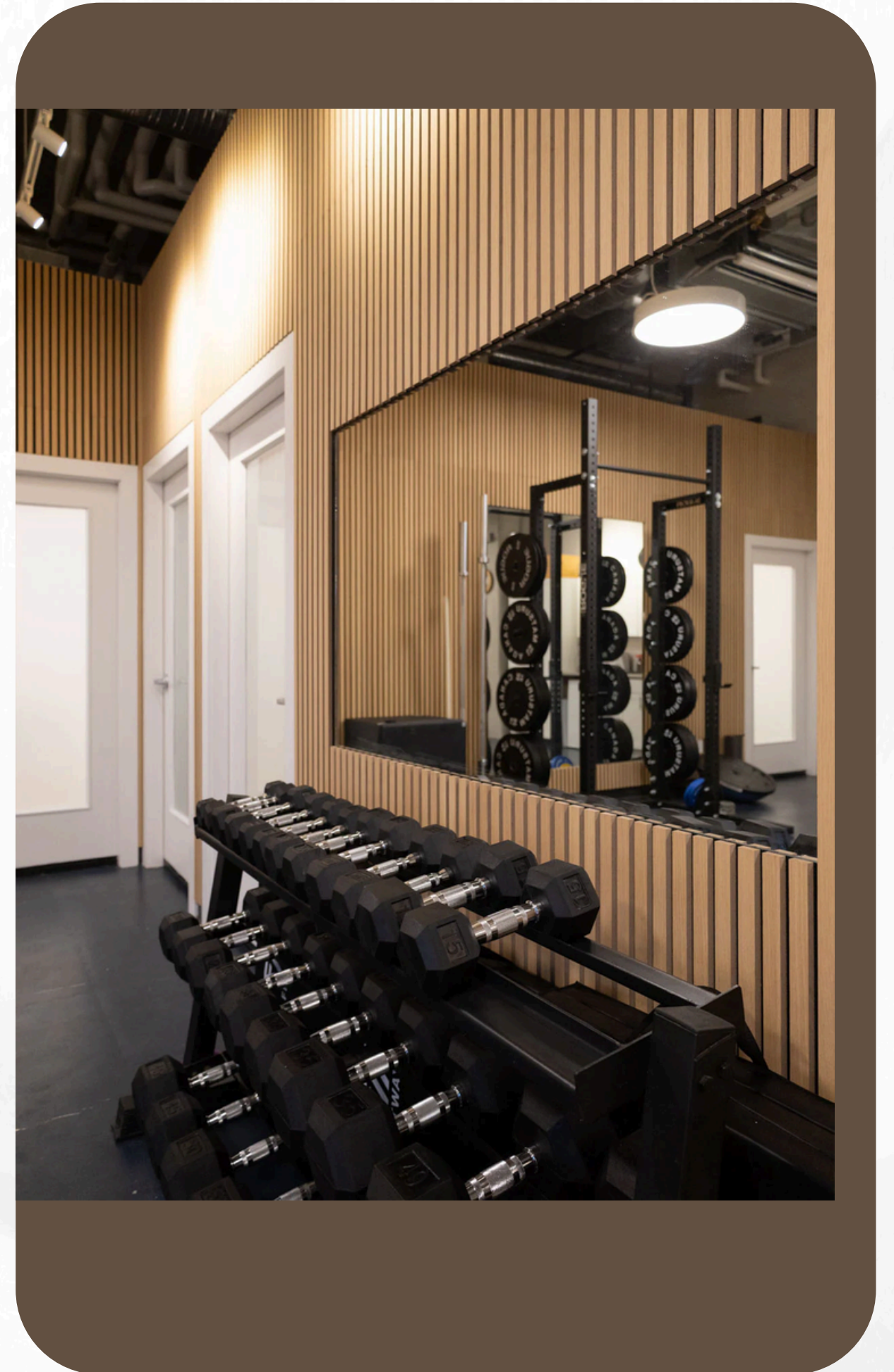


BUSINESS CASE STUDY: SCALING REVENUE FOR APOLLO FITNESS

Grow Faster with Smarter Lead Generation

www.tanleadsolutions.com



Business Case Study: Scaling Revenue for Apollo Fitness

Apollo Fitness is a gym equipment sales company aiming to expand its revenue by targeting high-quality prospects and building a consistent sales pipeline.

Challenge

Reach decision-makers
(gym owners & manager)

Generate consistent
qualified leads

Improve conversion through
structured outreach



CONNECTED 6 EMAIL INBOXES

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To ensure high deliverability and scalability

- Connected 6 email inboxes
- Configured 2 optimized sending domains
- Performed complete email warm-up (100%)
- Set up technical foundations for outreach success

Personalized Outreach Campaign

- 
- A decorative horizontal bar consisting of a thick brown rounded rectangle followed by two small brown circles.
- Created highly personalized email content based on ICP data
 - Sent content for design & approval
 - Built full email sequences for automated outreach
 - Ensured messaging aligns brand voice and conversion goals
- 
- A decorative horizontal bar consisting of a thick yellow rounded rectangle followed by two small yellow circles.

Monthly Impact

- 10 – 20 qualified interested prospects
- 10 – 12 booked calls per month
- Consistently full sales pipeline

Results Achieved

- 99% Email Deliverability Rate
- 60% Open Rate
- 20% Click Rate
- 8% Reply Rate

OUTCOME

With the help of Tanleads Solutions, Apollo Fitness successfully built a scalable outbound system that continuously generates leads and keeps their sales pipeline full.

