

A small blue icon consisting of several vertical lines of increasing height, forming a triangle shape.

STEELBERRY DATA RESEARCH CASE STUDY

Building Scalable Pipelines That Convert into Real
Sales



Case Study Steelberry



Steelberry.com was struggling with inconsistent lead flow and a broken sales pipeline. Despite having a strong offering, they lacked a structured outbound system to consistently reach and convert decision-makers.

1: No stable lead generation system

2: Broken or unpredictable sales pipeline

3: Low-quality and inconsistent outreach results

4: No structured ICP targeting segmentation

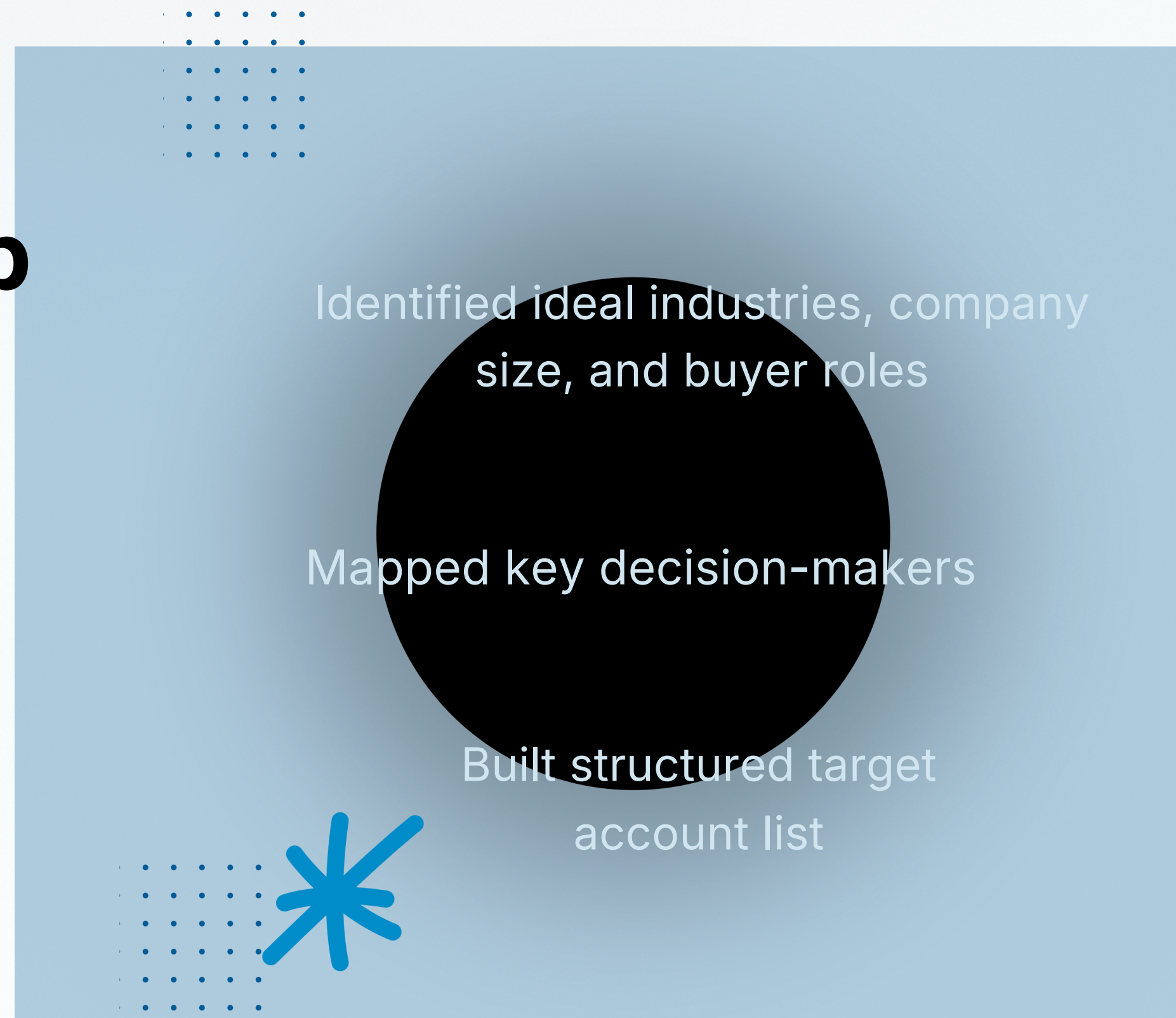


ICP Development + Target Account Setup



We started by defining a clear Ideal Customer Profile (ICP) to ensure precision targeting.

We then used Apollo.io to extract relevant B2B prospects and establish a verified account base.



Data Sourcing + Verification System

1

Built prospect lists based on ICP filters

2

Verified emails using validation tools

3

Cleaned and segmented data before outreach

4

Imported final lists into outreach system



Cold Email Outreach System (Multi-Domain Setup)

1

Used 40+ subdomains and mailboxes to ensure high deliverability and avoid spam issues

2

Created personalized messaging based on ICP insights

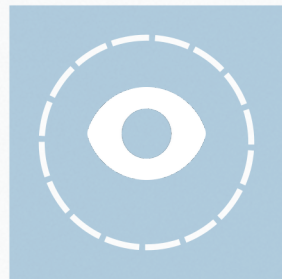
3

Sent content for client (Steelberry) approval before execution

4

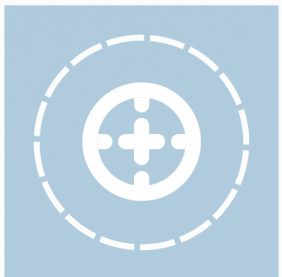
Built full email sequences including:
Primary email
A/B tested variations
Follow-ups
Final reminder touchpoints

Cold Email Campaign Results



GENERATED

Generated 15–18 qualified sales calls per month



RESULT

Steelberry's pipeline became consistently active, removing lead unpredictability.

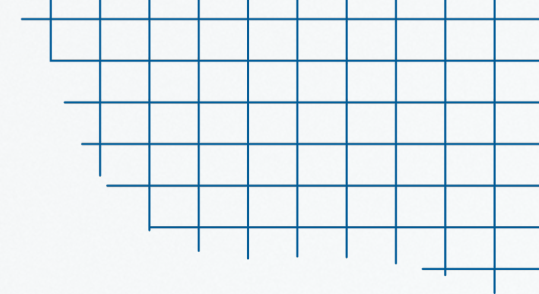
99% Delivery Rate



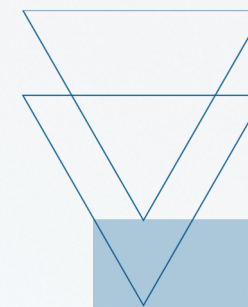
43% Open Rate

12% Click Rate

5.2% Reply Rate



LinkedIn Outreach System



Workflow

ICP-based prospect list building
Extracted decision-makers via
Sales Navigator
Filtered only active LinkedIn
users

Engagement messaging

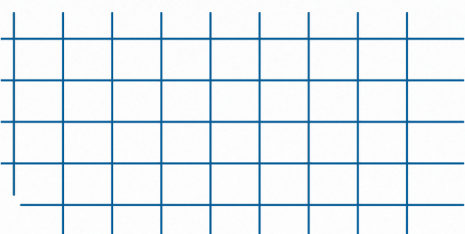
Sent greeting messages after
acceptance

Connection strategy

Sent targeted connection
requests to ICP-fit prospect

Consultative outreach approach

Follow-up + pitching messages
Focused on pain points instead of
hard selling
Positioned solutions based on
prospect needs



Contact Information

Let's turn your outreach into real revenue. Get in touch to start generating qualified leads and booking more meetings.



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