

Using Python to Create Lead Generation Tool

Challenge and Opportunity

An HVAC brokerage company was seeking an innovative way to increase business development leads and improve success rates on new business closings.

Approach

- Using Python, our team conducted a web scraping effort to generate a comprehensive list of potential clients for the brokerage company.
- The customer's team then conducted outreach to the first 100 companies on that list.
- We then created a model based on the results of the outreach on that first 100 companies to develop a profile of the exact types of potential clients that would use the brokerage firm.

Results

The HVAC brokerage firm was able to increase its success rate on new business closings by 300 percent and reduce business development outreach man hours.

50+

Clients Served*

20+

Data Services Offered

185%

Average ROI
Based on 2 years of cost decrease or revenue increase over consulting fees *
(excluding internal implementation cost)