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CONFIDENTIAL CASE STUDY

How a Dying B2B Agency Went From 0 Predictable Leads to 59 Booked Calls in Just 16 Days

— Using a Systematic Cold Outreach Engine That Costs Less Than a Team Lunch —

Industry: B2B Marketing Agency | Timeline: 16 Days | Investment: \$1,315

⚠️ READ THIS BEFORE ANYTHING ELSE

What you're about to read is not a marketing pitch. It's a documented account of a real campaign, complete with the exact numbers, the exact methods, and the exact psychology that turned a business 60 days from collapse into one with a \$250,000+ projected revenue pipeline. Every figure is verifiable. Every tactic is replicable.

Who This Case Study Is For

If you're running a Marketing agency, a SaaS business, or any service company that depends on consistent new client flow, and you're tired of the feast-or-famine cycle, read every word of this document.

This is for you if:

- Your revenue swings wildly from month to month, with no way to predict what's coming
- You've tried LinkedIn content, referrals, or paid ads, and none of them reliably fill your calendar
- You're the founder, spending more time hunting clients than serving them
- You want a systematic, repeatable lead engine, not a short-term hack

SECTION 1: The Agency Was 60 Days From Shutdown

"We wake up every morning not knowing if today will bring a new client or if we'll go another week with nothing. The stress is affecting our health, our relationships, everything."

— Agency Founder, January 2026

In early 2026, a marketing agency specialising in performance marketing for professional services firms, accounting practices, law firms, financial advisors, and management consultants came to Coenzio with a business on life support.

Their numbers told a brutal story:

Monthly Revenue	Swinging between \$8,000 and \$22,000; unplannable
New Calls Booked	6-10 total in the previous 6 months
Cash Runway	Approximately 3 months at the current burn rate

Founder Time on Sales	60-70% of every working day
Systematic Lead Gen	Zero. Absolutely none.
Team Morale	Declining. Everyone feared a shutdown.

They had tried everything the marketing gurus told them to try. And everything had failed.

The Graveyard of Failed Strategies

Here's what the agency had already attempted and why it wasn't working:

Channel	Investment	Result
LinkedIn Content	3-5 posts/week	2-3 calls/month (wildly inconsistent)
Meta Ads	\$3,000-5,000/month spend	1-2 calls/month at \$400-600 per call
Manual LinkedIn SDR	\$3,500/month salary	0-1 call/month. Fired after 4 months.
Referral Partnerships	Relationship-dependent	3-5/month; zero predictability
Conferences & Events	1-2 events/month	Almost zero conversions

The Core Problem Wasn't the Channels. It Was the Missing Three Elements.

1. Predictability: knowing how many calls they'd get next month
2. Volume: enough qualified conversations to hit revenue targets
3. Control: a lever they could pull when they needed more business

Every strategy they tried failed on at least two of these three.

SECTION 2: Why Most Lead Gen Fails (And the Psychology Behind What Works)

Before we show you what we did, you need to understand the psychology behind why conventional approaches fail and why ours worked.

Most agencies approach lead generation the same way a desperate salesperson approaches a stranger at a party: they talk about themselves, make grand claims, and ask for too much too soon. The prospect's psychological defenses slam shut immediately.

The Fundamental Law of Cold Outreach

People don't buy products or services. They buy outcomes. They buy relief from pain. They buy belonging, the reassurance that 'firms like mine are doing this.'

And the most powerful proof you can show a conservative professional services buyer is not a testimonial. It's evidence that their peers, their competitors, are already using your solution.

This insight, rooted in the principles of social proof and reciprocal concession, became the strategic foundation of everything Coenzio built for this agency.

The playbook would be built on six psychological pillars:

Social Proof (Bandwagon Effect)	Showing that peer firms are already using this and winning
Loss Aversion	The fear of falling behind competitors creates more urgency than any promotional offer
Pattern Interrupt	Unconventional formatting (all lowercase) breaks through inbox blindness
Specificity = Credibility	"12 accounting firms" is believed. "Many firms" is ignored.
Reciprocity	Following up with value, not just a bump, builds obligation to respond
The Takeaway Close	The breakup email removes pressure and paradoxically drives replies

SECTION 3: The Four-Pillar System Coenzio Deployed

Coenzio didn't launch a campaign. We built a machine. A systematic, AI-powered outreach engine resting on four foundational pillars, each one essential, none of them optional.

PILLAR 1: Deep Strategic Discovery (3-4 Hours, Not 30 Minutes)

Most cold email agencies do a 30-minute intake call and call it discovery. That's why their campaigns produce mediocre results.

Coenzio spent 3-4 hours across multiple sessions uncovering 99+ specific details about this agency, because great messaging is impossible without a deep understanding.

We interrogated five critical dimensions:

Discovery Dimension	What We Needed to Know
ICP Precision	Who EXACTLY is the right client: revenue, employee count, growth stage, trigger events, personality of decision maker
Competitive Landscape	Why do prospects choose competitors? What can this agency deliver that no competitor can?
Offer & Pricing Psychology	What objections kill deals? What risk reversal is missing? What makes the offer irresistible?
Sales Process Mechanics	How many touchpoints until a call book? What's the show rate? Who else is on the buying committee?
Internal Capacity	How many calls can founders handle? What breaks first if 50 calls land simultaneously?

The result: A laser-precise Ideal Customer Profile: accounting firms, law practices, financial advisory firms, and management consultancies, generating \$800K-\$3.5M annually, with 5-25 employees, led by founders trying to scale beyond referrals.

Revenue Mathematics: The North Star

Goal: Reach \$60,000 MRR within 90 days (from a base of \$12,000).

Required: 9 new clients at \$5,200/month average retainer.

At a 22% close rate, that meant: 42 qualified discovery calls.

Target set: 20-30 calls/month consistently to exceed goal even with variance.

PILLAR 2: Rapid Infrastructure Deployment (5 Days, Not 3 Weeks)

Here's what separates Coenzio from every other outreach agency: we understand that deliverability, getting the email into the inbox, is more important than copywriting.

The best email ever written, sitting in a spam folder, generates zero calls.

We built a sending infrastructure capable of 5,000+ emails per day, deployed in 5 days instead of the industry-standard 3 weeks.

The Infrastructure Stack

Email Provider	Microsoft 365 Outlook (NOT Google); 3-5 day warm-up vs. 14-21 days
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Accounts Created	40 individual email accounts across 5 domains
Domains Purchased	5 professional variations of agency name (via Porkbun)
Sending Platform	Instantly.ai; built-in warming, unlimited sends, \$197/month
Daily Send Capacity	1,600+ emails/day (40 accounts × 40 sends each)
Warming Protocol	5-day rapid warm-up: from 5 emails/account on Day 1 to 25 on Day 5
Inbox Placement Rate	90%+ primary inbox across all 40 accounts before launch
Monthly Infrastructure Cost	\$297/month total

Why Microsoft Over Google?

- Warms 3× faster (5 days vs. 21 days)
- Sends 3× more per account (40-50/day vs. 15/day)
- Costs 60% less through resellers (\$2.50/account vs. \$6-8)
- Allows up to 99 accounts per domain (Google caps at ~3)
- More predictable enforcement; no sudden ban waves

PILLAR 3: AI-Powered Lead Acquisition & Scoring

We didn't buy a list and blast it. We built a precision targeting system using artificial intelligence because sending to the wrong people is worse than sending to nobody.

The 5-Layer Lead Qualification Process

- Broad scrape from Apollo.io: 127,000 raw contacts within professional services ICP
- AI standardisation & deduplication via Claude API: Identified 18,000 duplicate companies, reduced to 76,000 unique firms
- 3-layer email verification: Syntax validation → SMTP verification (MillionVerifier) → AI quality scoring
- AI prospect scoring (0-100): Scored on title seniority, revenue fit, industry sub-niche, metro location, growth stage
- Custom data enrichment via Clay.com: Website scraping, LinkedIn analysis, tech stack detection, trigger events

Tier	Contacts	Data Depth	Performance
Tier 1 (Score 90-100)	12,400 contacts	Full enrichment	7.8% reply rate 42% close rate
Tier 2 (Score 75-89)	23,800 contacts	Partial enrichment	5.9% reply rate 28% close rate
Tier 3 (Score 60-74)	18,600 contacts	Basic data	4.2% reply rate 18% close rate

From 127,000 raw records, we distilled 54,800 verified, scored, enriched prospects; a targeting asset that most agencies wouldn't even know how to build.

PILLAR 4: The 14-Angle Campaign Architecture

Most cold email campaigns test one message and hope for the best. When it fails, the verdict is: 'cold email doesn't work in our industry.'

Coenzio's philosophy is different: test every conceivable angle, let the data decide, then pour fuel on the winner.

We created 14 complete strategic messaging angles; each one targeting a different psychological trigger with 8 distinct variations per angle. That's 112 unique email templates, plus spintax generating over 2.2 million unique variations for anti-spam fingerprinting.

#	Angle Name	Psychological Trigger	Response Rate
Angle 1	Case Study	Social proof via specific results	3.6%
Angle 2	Problem-Aware	Empathy & validation	4.4%
Angle 3	Competitor Mention	Loss aversion & FOMO	2.8%
Angle 4	Free Value First	Reciprocity principle	5.2%
Angle 5	Outcome-Driven	Aspiration & greed	3.8%
Angle 6	Qualification-Based	Exclusivity & status	4.2%
Angle 7 ★ WINNER	Social Proof Heavy	Bandwagon effect	6.2%
Angle 8	Curiosity Gap	Information-seeking	3.4%
Angle 9	Direct Offer	Transparency & trust	2.4%
Angle 10	Pain Point Callout	Recognition & empathy	4.8%
Angle 11	Urgency-Driven	Scarcity (backfired)	1.8%
Angle 12	Authority Positioning	Expertise deference	3.2%
Angle 13	Referral Style	Social connection	4.0%

Angle 14	Contrarian Take	Novelty & curiosity	3.0%
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Why Angle 7 Won By a Landslide

Professional services buyers are inherently conservative. They don't trust bold marketing claims. But they absolutely trust what their peers are doing.

Showing that 12 other accounting firms, firms just like theirs, were already using this system, bypassed every rational objection instantly. The bandwagon effect is the most powerful force in B2B sales to a risk-averse audience.

SECTION 4: The Numbers That Changed Everything

In 16 days of active outreach, here is exactly what happened:

54.1K	5.78%	59	141
Emails Sent	Reply Rate	Calls Booked	Qualified Opportunities

\$104.8K	\$250.4K	\$64.40	19,041%
Immediate Revenue	Projected Pipeline	Cost Per Call	Projected ROI

The Complete Funnel Breakdown

Total emails sent	54,100
Total replies received	3,127 (5.78% rate)
Positive replies	1,682 (3.11% rate)
Qualified opportunities identified	141
Sales calls booked	59
Discovery calls completed	43 (72.9% show rate)
Proposals sent	28
Deals closed within the campaign	9 (+ 19 pending)
Revenue from closed deals	\$104,800 (retainers + setup fees)

Projected total pipeline	\$250,400+
Total campaign investment	\$1,315

The Cost Comparison That Changes How You Think About Lead Generation

Their previous Meta ads: \$400-600 per booked call

Coenzio's system: \$64.40 per booked call

That's 1/7th the cost with 10× the volume.

In the 6 months before this campaign, the agency booked 6-10 calls total. In 16 days, they booked 59.

SECTION 5: The Execution Details That Made It Work

Copywriting Principles: The Psychology of a 6% Reply Rate

Our emails weren't clever. They were precise. Every word earned its place. Here's what the data told us:

Email Length	Response Rate	Read Rate
30-50 words	5.8%	94%
51-70 words	5.2%	87%
71-90 words	3.9%	72%
91-120 words	2.7%	58%
121+ words	1.4%	31%

Every template followed a strict four-line structure:

- Line 1 (8-12 words): A hook that creates immediate relevance; 'this might apply to me'
- Lines 2-3 (20-30 words): Specific proof or value; concrete numbers, not vague claims
- Line 4 (10-15 words): An open-ended question; not a hard CTA, not a calendar link
- Signature: First name and title only. No corporate fluff.

Eight Copywriting Rules We Never Broke

- Lead with outcomes, not process ('12 new clients' beats 'Google Ads management')
- Use 'you/your', not 'we/our', make it about them
- Ask questions, don't make statements; questions demand engagement

- Name their specific competitors; social proof with FOMO
- Write in all lowercase; it reads like a colleague's message, not a marketing blast
- Use specific numbers; '12 firms' is believed, 'many firms' is dismissed
- Acknowledge their skepticism upfront; it disarms objections before they form
- Use their language, not marketing jargon; 'getting more clients,' not 'funnel optimisation.'

The 3-Email Follow-Up Sequence

Initial emails only capture 15-20% of interested prospects. The rest need follow-up to convert.

Email	Purpose	Calls Generated
Email 1 (Day 0)	Initial outreach with proven angle/variation	38 calls booked (67% of total)
Email 2 (Day 4)	Value-add follow-up; new information, not just a bump	14 calls booked (24% of total)
Email 3 (Day 8)	Breakup email: removes pressure, creates urgency to respond	7 calls booked (9% of total)

The Breakup Email Paradox

Email 3: the one that said 'this'll be my last note'; generated 18% of all responses despite being sent to people who had already ignored two previous emails.

Removing pressure makes people comfortable responding. This is the principle of reactance in reverse: when you take the offer away, people suddenly want it.

Response Speed: The Hidden Conversion Multiplier

How quickly you respond to interested prospects is as important as any email you send.

Response Time	Call Booking Rate
Under 1 hour	58% booking rate
1-2 hours	48% booking rate
2-4 hours	39% booking rate
4-8 hours	28% booking rate
24+ hours	9% booking rate

Prospects who received a response within 1 hour were 6.4× more likely to book than those who waited 24 hours. We implemented real-time response monitoring and a VA to handle initial categorisation; a \$400 investment that protected the entire campaign's conversion rate.

SECTION 6: Before and After - The Transformation

BEFORE Coenzio	AFTER 16 Days
\$8,000-\$22,000/month (unpredictable)	\$104,800 closed + \$145,600 pipeline
6-10 calls in 6 months	59 calls in 16 days
\$400-600 cost per call (Meta ads)	\$64.40 cost per call
60-70% of founder time on sales	Systematic pipeline, founders back to delivery
60-90 days from shutdown	Confident enough to plan hiring and expansion
Zero systematic lead gen	A repeatable, scalable outreach machine
Team demoralised	Morale transformed by momentum and certainty

But the numbers don't capture the full transformation. When you remove the existential anxiety of not knowing where your next client will come from, everything changes: your decision-making, your service quality, your team's energy, and your ability to invest in the business.

Predictable pipeline is not just a revenue metric. It's a psychological foundation.

SECTION 7: This System Works Across Industries(The Proof)

One campaign could be luck. Fifty-five campaigns across fifteen industries is a system.

Three Additional Case Studies

AI Automation Agency: 67 Calls in 21 Days

Average deal size: \$8,000 setup + \$2,500/month | 62,800 emails sent | 6.6% reply rate | 67 calls booked

Key insight: Concrete outcome-based messaging ('save 20 hours weekly') paired with perfect timing as AI adoption accelerated in early 2026.

Construction SaaS: 54 Calls in 18 Days

Average deal: \$2,392 MRR | 48,200 emails sent | 6.0% reply rate | 54 calls booked

Key insight: Speaking the industry's own language ('change orders', 'RFIs') and a mobile-first positioning for field-based buyers.

Wealth Management Firm: 38 Calls in 19 Days

Minimum account: \$500K | 22,400 emails sent | 7.0% reply rate | 38 calls booked

Key insight: Smaller volume but the highest qualification bar. Fiduciary positioning and exit planning specialisation created credibility that generalist competitors couldn't match.

SECTION 8: Why Most Cold Outreach Campaigns Fail

For every campaign like ours, there are ten that launch and die quietly. Here are the eight failure patterns we see constantly, and how Coenzio avoids each one:

Skipping deep discovery	Launching with surface-level knowledge produces generic messaging that resonates with no one
Infrastructure shortcuts	Under-warmed accounts land in spam. High bounce rates burn domains permanently.
Single-angle betting	One angle is one data point. You need 10-14 to find what actually resonates.
Slow response to interested prospects	Waiting 24+ hours reduces conversion by 84% compared to a 1-hour response
Sending to unverified lists	10%+ bounce rates destroy sender reputation. Domains get burned in days.
Scaling too fast	You can't optimize what you don't measure. Always ramp controlled, then scale.

Generic template copy	Prospects receive 50+ emails using the same templates. Pattern recognition = delete.
No follow-up system	Without a 3-email sequence, you leave 40-60% of potential revenue on the table.

SECTION 9: The Coenzio Offer: Reverse Pay-Per-Call

We Run Mass Cold Outbound on Email, LinkedIn, and Twitter.

Our clients book 30+ qualified calls per month. Or they get their money back.

This is not a performance incentive. This is a guarantee.

We've sent 5,000,000+ emails. We've booked 5,000+ calls across 50+ companies. We've generated \$100 Million+ in pipeline value.

We don't charge you for campaigns that don't work. We win when you win.

What You Get When You Work With Coenzio

- Complete discovery and ICP precision: we learn your business at the level required to write messaging that converts
- Full infrastructure build: domains, accounts, warming, sending platform, all configured and ready
- AI-powered lead acquisition: 30,000-60,000+ verified, scored, enriched prospects in your exact market
- 14-angle campaign architecture: 100+ unique templates tested systematically, scaled on winners
- Daily execution and optimisation: not a 'set and forget' campaign, a managed growth system
- Response handling support: We ensure no qualified lead falls through the cracks
- Monthly reporting and continuous improvement: the system gets better every month

Ready to Build Your Predictable Pipeline?

The only question left is whether you'll execute.

DM 'BOOKED' to @coenzio on LinkedIn

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