



CASE STUDY

INDUSTRY: SaaS

Q&A

Customer Info

Company Name

BDR.ai

Industry

Sales as a Service

Role

Founder



Chad Burmeister

On Average

5-10

QUALIFIED APPOINTMENTS
PER MONTH

Get Started Today

Book a Demo

What does your company do?

BDR.ai provides outsourced lead generation and sales as a service.

What problems or challenges were you looking to overcome in using Kennected?

Ability to generate pipeline and sales for \$107/month instead of \$7,000/mo for full-time BDR. We wanted to drive higher quality and quantity of leads and sales for our clients.

Did Kennected help to solve those problems or challenges? How so?

Kennected enables our high-end sellers to create relationships with ideal prospects in a highly personalized way, in just a few minutes/day.

Overall, how has your experience been using Kennected? What have you enjoyed the most?

Kennected is awesome! We find it more effective to have 2-3 licenses of Kennected vs. hiring a full-time Business Development Executive.

Please share any tangible metrics as a result of using the Kennected tool.

Kennected delivers 5-10 valid replies from ideal clients every day, generally resulting in 5-10 appointments per month per license. This typically leads to 1-2 closed deals/month per license.

If you were to recommend Kennected to a colleague or friend, what would you say?

Kennected is the secret sauce that enables BDR.ai to deliver Sales as a Service for our clients at scale.



CASE STUDY

INDUSTRY: FINANCE

Q&A

Company Info

This online global accelerator helps founders with the tools and skills needed to build, scale, and fund startups. Their portfolio is valued at over \$5 billion. They have worked with 1000+ Pre-Seed, Seed, and Series A startups. and Ward's Top 50

On Average

25%

INCREASE IN MONTHLY
MEETINGS BOOKED (PER REP)

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What challenges was the company looking to overcome in using Kennected?

The global accelerator was looking to increase the number of leads coming in as well as increase the meeting count with viable startups (Pre-Seed, Seed, and Series A)

How did Kennected help solve this problem?

30 Venture Analysts were onboarded with Kennected and began running outreach campaigns on LinkedIn. Within a few weeks, most teammates were averaging 122 tasks completed per day (invitations, messages, withdrawals). To increase lead flow and meeting count, most teammates ran at least 4 concurrent campaigns.

What were the results of this campaign?

Kennected helped to grow each user's meeting count by 25%, thus accomplishing the goals of increasing lead flow and meeting count. Prior to using Kennected, representatives were setting roughly 45 meetings per month. Through the use of Kennected, this was increased to 60 meetings per month, per representative.

**Kennected
helped generate an
additional 15 meetings
per month / per rep**



CASE STUDY

INDUSTRY: INSURANCE

Company Info

This company is nationally recognized and consistently top rated P+C, Umbrella, Life, and Disability Insurance organization by A.M. Best and Ward's Top 50

On Average

2-3

QUALIFIED CANDIDATES

SOURCED PER WEEK

Get Started Today

Book a Demo

Q&A

What problems or challenges were you looking to overcome in using Kennected?

This National Insurance organization was looking to increase the number of potential candidates to fill immediate openings within management as well as increase the number of candidates within their extended representative training program. Prior to using Kennected, Regional Managers were spending between 20-30% of their time 10-15 (hours per week) seeking new candidates.

How did Kennected help you solve this problem?

17 managers were onboarded with Kennected and adjusted their recruiting process away from using LinkedIn Recruiter. Various experience levels and target markets were able to be approached at scale using Kennected, rather than sorting through candidates and messaging them one by one.

What were the results of this campaign?

The use of Kennected took their weekly recruiting process of 10-15 hours down to an average of 1-2 hours per week. Additionally, managers were able to consistently source candidates on average of 2-3 (2.7) new qualified candidates per week, thus, increasing the amount of opportunities generated as well as significantly decreasing the time commitment.

Kennected help save roughly 9-13 hours each week



CASE STUDY

INDUSTRY: MLM

Mini Study

We ran a recent survey of 35 Multi-Level Markets currently using the Kennected tool. Reps reported scheduling an average of 5.19 meeting per week and converting 2.6 recruits per month. This includes both top and bottom performers.

On Average

5+

MEETINGS BOOKED / WEEK

2.6 RECRUITS / MONTH

Get Started Today

Book a Demo

Q&A

What problems or challenges were MLM reps facing before using Kennected?

1. Low retention
2. Warm market was becoming exhausted
3. Lack of time for prospecting
4. Lead generation with quality prospects
5. Lack of tools available to current reps for prospecting and maintaining a consistent pipeline

How did Kennected help solve these problems that MLM reps were facing?

Kennected provides a tool that saves time and simplifies the outreach process. Rather than relying solely on a potentially limited personal network, reps learn how to effectively build relationships with a professional market on LinkedIn. The sales enablement process saves time and allows reps to generate a significant amount of conversations they otherwise would not have had.

What did the customers have to say?

Kennected holds more than 40+ testimonials from individual representatives at all levels of the business having incredible success with our software.

Click here to view our Testimonials





CASE STUDY

INDUSTRY: NON-PROFIT

Q&A

Customer Info

Company Name

South Eastern Food Bank

Industry

Non-Profit

Size

4th Largest Food Bank in the State



Based in Florida

Kennected Identified

87

KEY CONTACTS
IN DISTRIBUTION

Get Started Today

Book a Demo

What problems or challenges were you looking to overcome in using Kennected?

This nonprofit's mission is, "Feeding the hungry and caring for those in need by sharing life's necessities and a message of hope." To fulfill their mission, they needed to find more distribution centers in two new counties that had never been served before.

How did Kennected help you solve this problem?

By partnering with XHumn.ai (a Kennected implementation partner), Southeastern Food Bank created a hyper targeted search which identified 87 key contacts in distribution. Through a Kennected campaign, an Introduction was made to two different distribution facilities.

What were the results of this campaign?

Southeastern Food Bank formed a partnership with one of the distribution centers identified through the Kennected platform.

The first week that food was delivered:

919 families served
2737 individuals
849 seniors
735 children
511 people with disabilities
186 veterans/active military
Total pounds given: 42,937