



KRROP

CASE STUDY

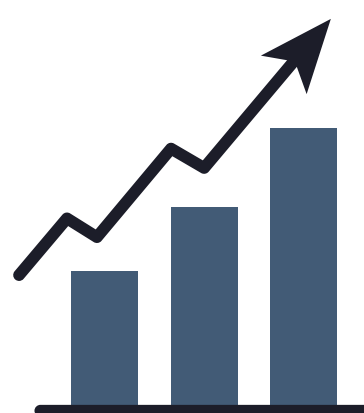
B2B Technology Manufacturing ABM

Goal: New Equipment Sale + Consumables (>\$1M ACV)
Target: Commercial Screen Printers, NA Market
Method: Emails, Social Ads, Paid Search, SDRs
Baseline: Bad Targeting = Low conversion to Opportunity

Pipeline Delivered

\$12M

In 18 months



Lead to Opp Conv.

12X



647 Companies Identified

Servicable Obtainable Market in ICP from TAM of >16,000.



Deep account research (AI+human web+phone) → 3,000+ data points



Segmentation into 35 micro-cohorts (~18 accounts each).



Omni-channel plays: cohort-specific thought-leadership hubs + SDR/AE phone + email + digital retargeting.



Sales playbook + live enablement for 2 SDRs / 2 AEs.