

Case Study



Supporting ADLINK's transition to an inside sales model through strategic outsourced sales.

ADLINK Technology Inc designs and manufactures embedded computing applications. The business commits to effecting positive change by connecting people, places and things with AI via leading edge solutions.

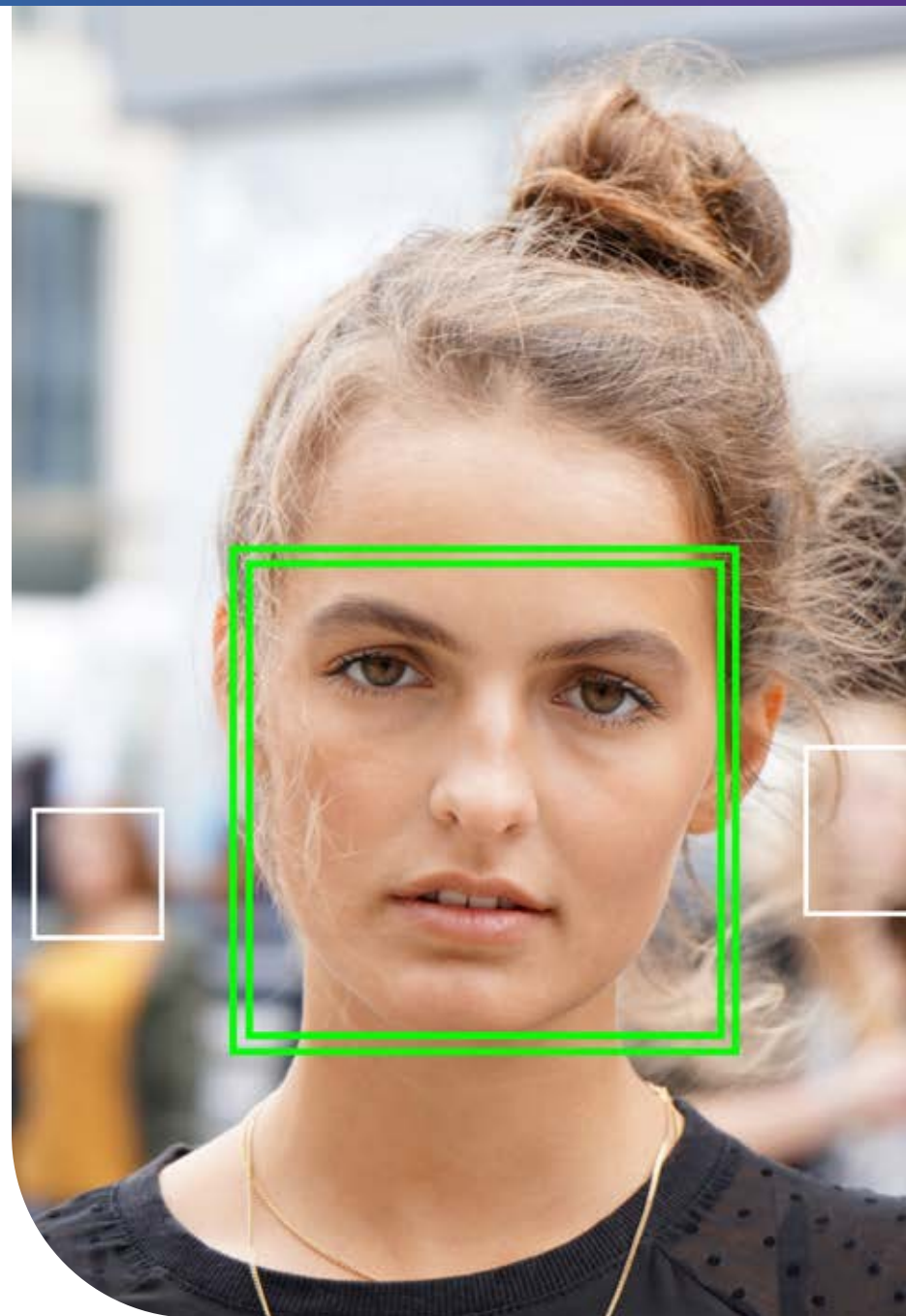
The Challenge

With their sales team largely focused on events and closing business, little time was spent on generating new leads, which made growth difficult. Realising that the time was ripe for investment in digital marketing and inside sales activity, ADLINK approached durhamlane for help in April 2018.

Our Solution

To support their transition to an inside sales model, we developed a proof of concept for ADLINK. Our approach involved running a series of outbound test engagements with fresh tactics and new messaging which directly addressed the concerns of ADLINK's target prospects. With a positive outcome to our initial tests, we secured a longer-term contract, targeting food & beverage, logistics, FMCG and warehousing industries with integrated digital marketing and inside sales activity.

In September 2021, our partnership developed to driving growth within additional business units including ADLINK's Hardware and Robotics divisions.



The outcome for Adlink:

Published: Nov 2021

496 

Days delivered on project

159 

Sales Qualified Leads

\$1M+ 

Total estimated
pipeline value

3-5 

Resource Days
per week

1-2 

Average Qualified
Opportunities per week

Successful Markets:



Food &
Beverage



Fast-Moving
Consumer Goods




Logistics



Warehousing

Business units we support:

-  Edge IoT
-  Hardware
-  Robotics