

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.

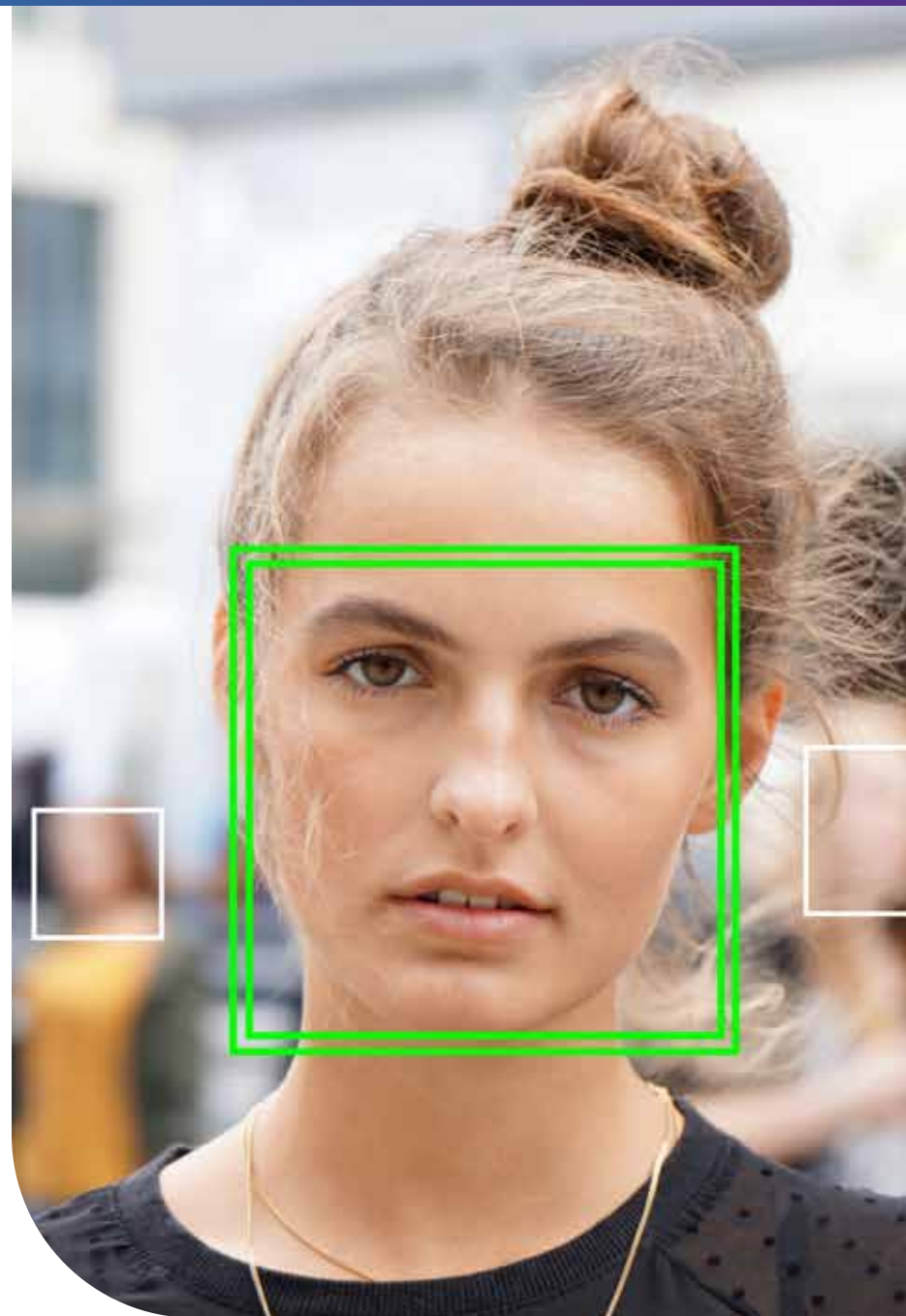
The Challenge

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 in the UK and US markets, 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 Technology:

146 
Marketing Qualified Leads (MQL)

159 
Sales Qualified Leads (SQL)

\$5M+
Total pipeline generated

1 
1 Full-Time Resource (FTR)

6.5 
Average SQLs generated per month

Target Markets:



Food & Beverage



Fast-Moving Consumer Goods









Logistics



Warehousing

Business units we support:

-  Edge IoT
-  Aerospace
-  Hardware
-  Medical Devices
-  Robotics
-  Automation