



CLIENT STORY

High-Growth SaaS Startup Boosts Momentum with Callbox Campaign

The Client helps SMEs better manage their fleet of land transport vehicles with its cloud-based logistics operations platform. The platform automates many of the challenges that businesses face in their logistics processes, such as handling job orders, tracking vehicles, allocating routes, planning schedules, and dispatching drivers.

Founded in 2012, the Client has experienced strong growth over the last three years, with annual revenues increasing 350% year-on-year. The company says around 100 organizations (including some Fortune 500 brands) across Southeast Asia now regularly use its system to process nearly 1 million delivery and pickup tasks.

After raising its seed round, the Client rapidly expanded its user base in Singapore and also gained additional subscribers in different locations across Southeast Asia. As part of its medium-term growth outlook, the company planned to increase its market share in Singapore and Malaysia, before focusing on Indonesia and other markets in the region.

With less than 50 employees (most of whom doing engineering roles), it was clear the company needed outside help in several business areas to let the company reach and sustain its revenue growth objectives. In particular, the Client wanted to outsource the time-consuming activities of researching potential customers and contacting them one by one for a sales appointment, which typically took up almost two-thirds of their reps' time.

[Read full story here...](#)

Gain insight into information drawn from Callbox past campaigns

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Grab a copy of our FREE EBOOK, [Targeted B2B Marketing: Guide, Checklists, and Worksheets](#)! A comprehensive guide to targeted marketing to help organizations get in front of the **right people** at the **right time** through the **right channels** with the **right message** to influence a purchase.



Download the Handbook now

I WANT THAT FREE EBOOK!



The image shows a promotional banner for a free eBook. On the left is a 3D rendering of a blue book titled "Targeted B2B Marketing Handbook: Guide, Checklists and Worksheets" with the Callbox logo at the bottom. The background is dark blue with a target graphic. On the right, a person in a suit is sitting at a desk with a laptop. A yellow button with the text "I WANT THAT FREE EBOOK!" is positioned below the main headline.



CLIENT STORY

NZ B2B Media Company On Track to Hit Targets with Callbox

The image features a professional video camera on a tripod, with a hand adjusting a knob. A yellow box on the left contains the text "CLIENT STORY". Overlaid on the camera image is the headline "NZ B2B Media Company On Track to Hit Targets with Callbox".

[**NZ B2B Media Company On Track to Hit Targets with Callbox \[CASE STUDY\]**](#)

June 20, 2018

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June 20, 2018

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[Micro Market Provider Forecasts Pipeline Value Growth After Campaign \[CASE STUDY\]](#)

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