



Case Study - AceFlow

INDEX

01	INTRO
02	CASE STUDY SLIDE DECK
03	NEXT STEPS

How a 3-person SaaS SDR team tripled replies in 10 days without hiring more reps.

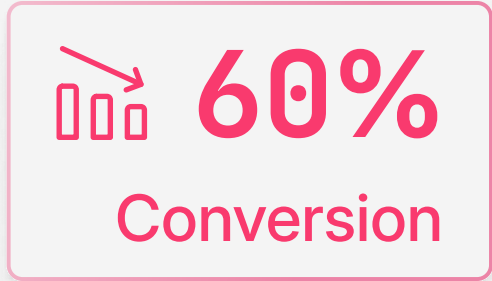


For seed-stage B2B SaaS with 2–10 SDRs using Apollo/HubSpot/Outreach

Before:

After:

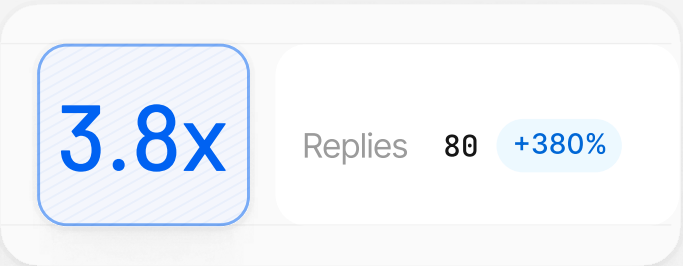
Reply <3%



Pipeline stalls, CAC rises.

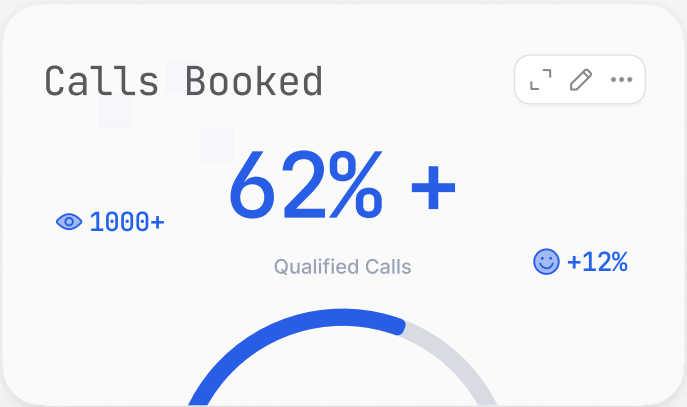


Replies Rate in <2 weeks



Zero deliverability incidents.

Outcome-first:



More qualified calls, lower cost per meeting.



Case Study Slide Deck

Project Snapshot - SaaS



Team: 3 SDRs
(Sales Development Representative)

Mid - market

ACV
(Annual Contract Value)

~\$8k–\$25k

Stack
Tool used

 Apollo

 Hubspot

Goal: **Book more calls** without extra headcount or ads

Baseline Performance - Before the Pilot



Metric	Before
Open rate (last 60 days)	2.30%
Reply rate (last 60 days)	2.3%
Booked calls (Team of 3)	~5/month
Personalization time:	~3h/50 emails.

RECIPIENTS	OPEN RATE	UNSUBSCRIBE RATE	BOUNCE RATE
50	14%	2%	6%
50	6%	2%	4%
50	18%	0%	2%
47	28%	0%	0%
50	26%	0%	6%

What We Could Try



How it works - and what process actually look like



Step:

01. ICP signals

→

Industry/stack/role/trigger
02. Angle Mapping

→

Pains/use-cases
03. AI Draft

→

Short, specific, value-led
04. Human QA

→

Tone, proof, risk-reversal
05. Deploy

→

Apollo/HubSpot, safe send windows
06. Learn

→

Tag reply reasons, iterate in 48-72h

Audit

Messaging

Automation

Optimization

Sales

Job title

Customer's name

Pain Points

ANALYZING...

RESEARCHING...

In 3s

Specific email solutions

Laura Smith <laura@gmail.com>

Unread

to Thomas Pesquet

AI assistant: Auto follow-up at 12 AM tomorrow

Hi Thomas - Can you send me the last picture you took from space?

Reply

Forward

AI assistant

10-Day Results



Metric	Before	After	
Open Rates	14.13%	47.17%	↗ 233.5%
Reply Rate	2.30%	9.12%	↗ 296.5%
Calls Booked / Month	5	16	↗ 225%
Time per 50 emails	3h	20 mins	⌚ 160mins

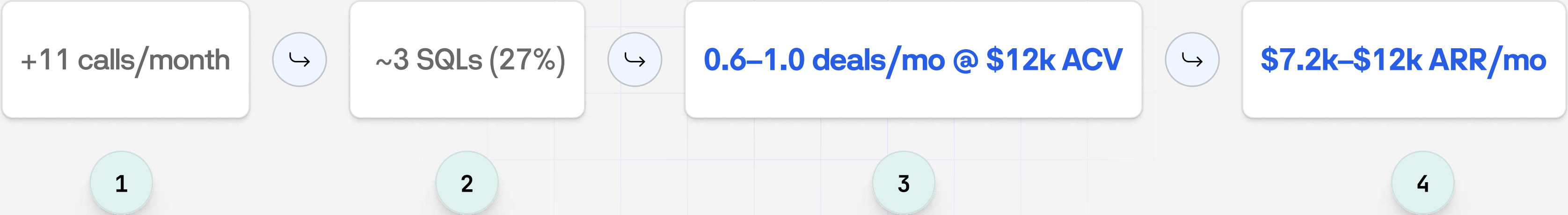
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After:

RECIPIENTS	OPEN RATE	UNSUBSCRIBE RATE	BOUNCE RATE
20	35%	0%	0%
20	40%	5%	5%
20	50%	10%	0%
20	50%	5%	0%
20	40%	5%	0%
22	68%	0%	5%

30-Day Results



What You Get in the Pilot (10 Days)



INSIGHTS

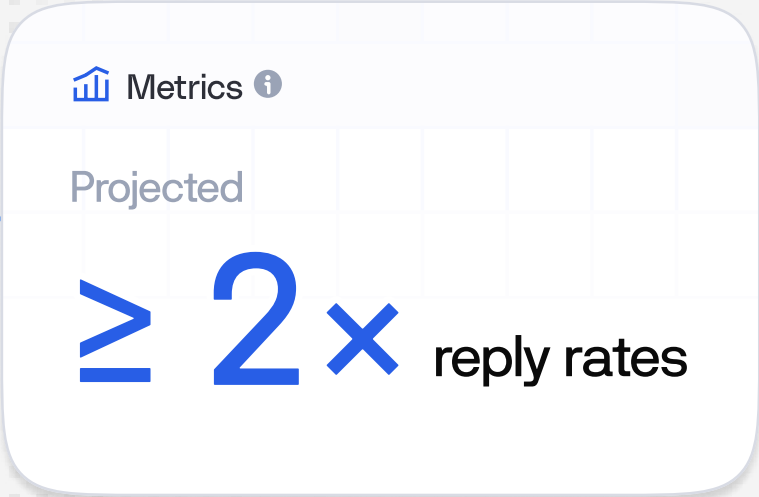
ICP signal map + angle matrix (2–3 segments)

MESSAGE

3 subjects + opener + follow-up/angle

GOVERNANCE & REPORTING

QA & send limits → compliance-safe phrasing
→ dashboard (reply/positive/calls/top angles)
→ 30-day scale plan



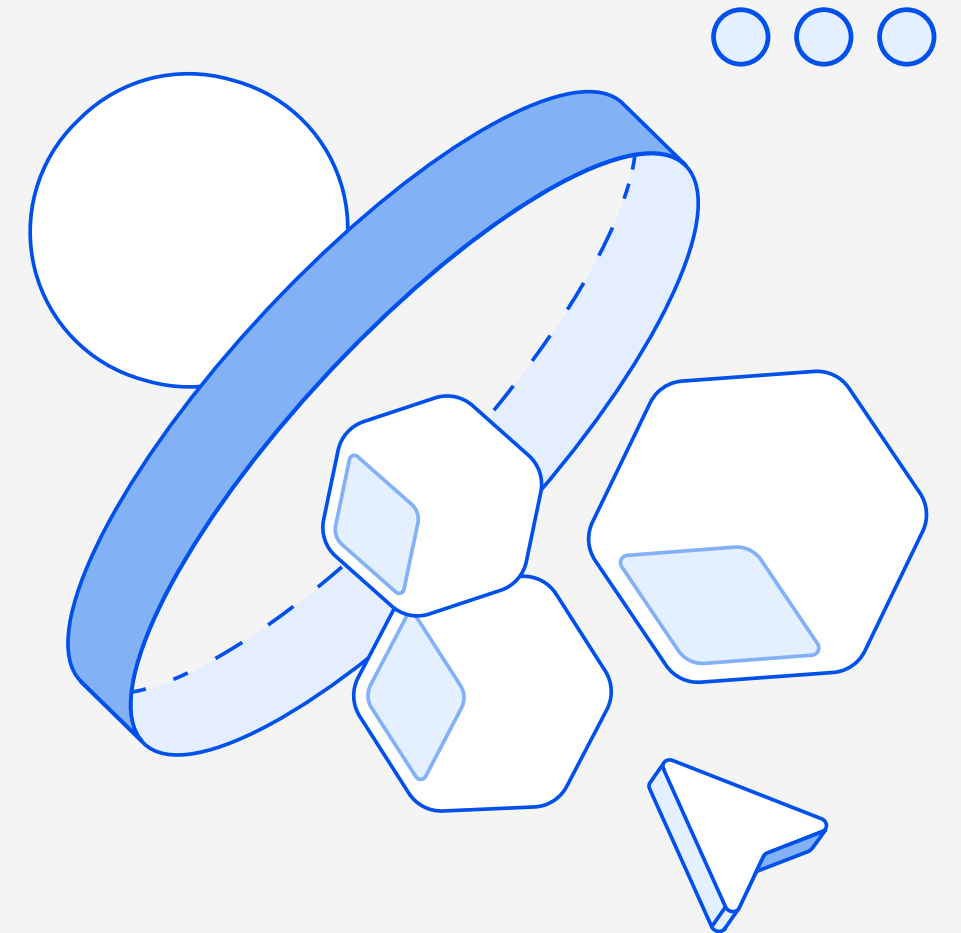
Book kick off this week

Next Steps - Low-Risk Pilot

- Run a 10-day pilot on your next 150 leads.
- Success criteria: $\geq 2\times$ reply lift or 100% money-back.
- Effort: <2 hours to onboard; no code changes; keep your sequences.

Book kick off this week

Results read-out in 10 days → scale in the next 30.



What You Get in the Pilot (10 Days)



INSIGHTS

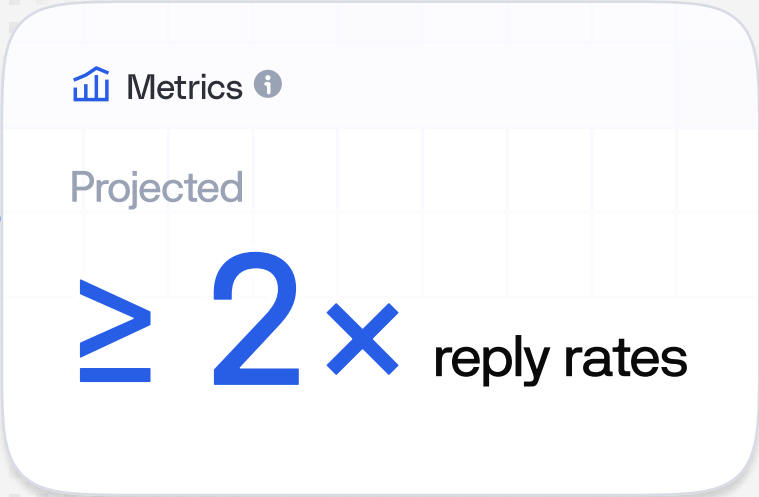
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Book kick off this week

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Thank You

Book kick off this week