CASE STUDY

TURNING AN EXISTING INBOUND ENGINE INTO MULTIMILLION-DOLLAR CLOSED/WON REVENUE

An established chargeback management and prevention provider partnered with Insource Leads to unlock the full potential of its inbound demand.

$3M+
CLOSED/WON REVENUE

20X+
RETURN ON INVESTMENT

THE CHALLENGE

The client, an established chargeback management and prevention provider, had already built a strong inbound marketing engine. Leadership saw significant untapped potential in that demand and wanted to see how much additional pipeline and revenue it could produce.

High-intent prospects were entering the funnel, and capturing their full value depended on rapid response, persistent follow-up, accurate qualification and the ability to communicate a complex suite of chargeback solutions with confidence.

The company engaged Insource Leads to prove what its inbound demand was actually capable of producing when supported by a dedicated, specialized demand-conversion team.

The objective was clear: increase the percentage of inbound leads reaching sales conversations, improve meeting quality and attendance, convert more demand into qualified opportunities and demonstrate measurable revenue impact.

THE SOLUTION

Insource Leads built and managed a dedicated inbound BDR function designed around the provider's existing demand generation engine.

Rather than treating inbound leads as a simple appointment-setting exercise, Insource Leads developed a structured demand-conversion process covering speed-to-lead, multi-touch follow-up, qualification, appointment scheduling, confirmation and ongoing optimization.

The team developed deeper knowledge of the company's chargeback prevention, alerts, dispute management and representment solutions, and learned to identify the different priorities of Operations, Finance, Technical and Executive buyers.

Performance was continuously measured against the metrics that mattered most: MQL response time, lead-to-meeting conversion, opportunity creation, show rate, close rate and ultimately revenue generated.

InsourceLeads

The result was a repeatable process that allowed the client's internal sales team to spend more time selling to qualified prospects while Insource Leads focused on maximizing the value of every inbound opportunity.

TARGET MARKET

Businesses seeking to reduce chargeback losses, improve dispute efficiency and strengthen revenue recovery, including

RESULTS

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CLOSED/WON REVENUE

20X
RETURN ON INVESTMENT

InsourceLeads **ROI: more than $3 million in Closed/Won inbound revenue from a six-figure program investment.**

Over an extended engagement, the Insource Leads program managed roughly 500–600 inbound MQLs, converting them into 250–300 scheduled sales appointments and roughly 90–110 qualified sales opportunities.

Approximately half of all inbound MQLs converted into sales meetings, while roughly one in five progressed into qualified opportunities.

Speed-to-lead remained a core driver of performance. Prospects were engaged with a same-day average response, contributing to a meeting show rate of roughly 85% or better.

Most importantly, the results continued well beyond the appointment stage.

Roughly a quarter of qualified opportunities ultimately converted into Closed/Won business, producing approximately 20–30 new customers over the measured period.

By the close of the engagement, the client had generated more than $3 million in Closed/Won inbound revenue from a six-figure program investment.

That represents more than a 20x return on program investment and validated the original hypothesis: the company's inbound demand was capable of producing substantially greater business value when supported by a dedicated, disciplined conversion process.

KEY PERFORMANCE RESULTS

SAME-DAY
AVERAGE INBOUND RESPONSE

~50%
MQL-TO-MEETING CONVERSION

~20%
MQL-TO-OPPORTUNITY CONVERSION

~85%+
MEETING SHOW RATE

~25%
OPPORTUNITY-TO-CLOSE RATE

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20X+
RETURN ON INVESTMENT

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