

Case Study

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Salesforce premium partner uses Agentic SDR as part of an integrated outreach campaign

DEC 2025

Sales Intelligence - Agentic Agents





Nitrobots.ai Case Study

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The Challenge and Results

Case Study: Precision Targeting for Elite Executive Engagement

Client: Premium Salesforce Partner

Campaign Period: December 2025

Objective: Event Registration & Pipeline Development via High-Value Networking

The Challenge: Piercing the Noise

In a saturated market, engaging C-level executives—specifically **Chief Marketing Officers (CMOs)**—requires more than standard digital outreach. The client needed to fill an exclusive, in-person workshop and dinner at the **Salesforce Tower** with high-intent prospects from the Retail sector to drive long-term consulting pipeline.

The Strategy: Data-Driven Personalization

The campaign relied on a high-fidelity "Agentic Sales" stack, moving away from "spray and pray" tactics toward surgical precision.

1. Intensive Data Enrichment

Before a single email was sent, we performed a deep-dive data enrichment process. We filtered for:

- **Persona:** CMOs and top-tier Marketing decision-makers.
- **Industry Focus:** Heavy emphasis on **Retail** and adjacent high-growth sectors.
- **Technographic Fit:** Companies with existing or potential Salesforce footprints.

2. The Multichannel "Triple-Threat" Execution

We deployed a structured 3-week cadence designed to build familiarity before the final "ask":

- **Awareness Phase:** A high-end HTML marketing email introduced the brand and the exclusive nature of the Salesforce Tower venue.
- **The Personal Touch:** A 3-part automated sales sequence delivered personalized, text-based value propositions directly to the CMOs' inboxes.
- **The Closer (Agentic SDR):** An **Agentic SDR** executed a sophisticated call cadence. Unlike traditional bots, the agentic layer handled nuanced conversations, addressed scheduling friction, and confirmed attendance with a human-like touch.

The Results: Success at Scale

The campaign didn't just meet expectations; it set a new benchmark for executive event recruitment.

Metric	Outcome
Registration Target	100% Achieved
Attendance Rate	Target Met (High-quality C-suite turnout)
Primary Outcome	Successful transition from dinner to Discovery Calls
Long-term Value	Significant multi-million dollar Pipeline Development

eBook aSDR for events

Features and Benefits of agentic SDR_Events_short



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Future
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7 NITROBOTS

