

Raising the Bar for Outbound: Inside DFW Transformation

With a strategic approach to B2B outbound process audit and future state process development, we empowered DataFeedWatch by Cart.com to redefine their outbound operational effectiveness. Discover how in the following case study.

Enhanced Operational
Clarity

Simplified Prospecting
Process

Unified Tech Stack for Faster
Campaign Deployment

Identifying Process Gaps: Necessity of an Outbound Process Audit

DataFeedWatch sought to enhance their outbound process efficiency and improve key metrics such as deliverability, open rates, reply rates, and trial or demo bookings. However, the lack of clarity in operational steps and alignment in technology stack was impeding progress.

A Comprehensive Approach to Process Audit and Development

We thoroughly audited their Hubspot CRM and technology stack, focusing on the outbound process. Using a qualitative and quantitative approach, we mapped out all the process steps, identifying skill, tech, and process gaps.

Leveraging the SPICED framework inspired by Winning By Design, our consultant mapped out a future state process, which was then presented and refined in collaboration with the team at DataFeedWatch.

Realizing Operational Goals: Achieving Clarity and Simplicity

Through our future state process, we delivered enhanced operational clarity to the entire team at DataFeedWatch, simplified their prospecting process, and unified their tech stack for faster deployment of outreach campaigns.

About DataFeedWatch by Cart.com

DataFeedWatch by Cart.com is a data feed management and optimization software that offers businesses a unified platform to manage and automate their product feeds.

They are trusted by companies like Adidas, Björn Borg, Kenzo, Pierce, Trouva, Decathlon, and 17000 more.



Monica Axinte
 Senior Vice President
 Marketing



Their comprehensive audit and future state process development gave us the operational clarity we needed. We look forward to continuing our work with them to optimize our process further and bring air cover to our outbound team.