

CASE STUDY · 2026

Turning real-time project signals into qualified pipeline

Sector: Tech Security · UK

Stack: n8n · Clay · Apollo · LinkedIn · Salesforce

The Challenge

Lead generation lacked real-time signals, forcing teams into manual research — a needle-in-a-haystack problem that limited scale.



184%

Pipeline Growth

In 6 months

+98%

Lead Capacity

No new hires

115%

ROI

In 6 months

How We Delivered It

1

Surface Project Signals

Identified live construction projects requiring on-site security from multiple data sources

2

Automate Prospecting

Replaced manual list-building and contact research with automated enrichment workflows

3

Attach Decision Makers

Automatically identified and enriched the right contacts behind each project

4

Prioritise & Trigger

Applied scoring; activated Apollo sequences for timely, relevant outreach

5

Deliver Actionable Pipeline

Pushed qualified, signal-led opportunities directly into Salesforce