

cloudlead!

10x GROWTH NEW SALES OPPORTUNITIES
15-20% COST REDUCTION LEAD GENERATION



Founded in 1985, Evans Transportation Services, Inc. is a leading logistics solutions provider for a diverse range of shippers across North America.

Leveraging its extensive experience, uncommonly dedicated team, and industry-leading transportation management system, Evans streamlines the flow of goods, money, and information through shippers' supply chains.



CUSTOMER SUCCESS SERIES

Problem

Looking to find a cost-optimized lead generation solution that reaches the right decision makers in less time, Evans Transportation Services, Inc.'s Director of Business Development, Tom Underdahl, reached out to Cloudlead.

"Our main issue was obtaining a consistent flow of leads with enough data to follow up intelligently," reports Tom. "But, ideally, we'd reduce cost per lead, too. That's where Cloudlead came in."

Previous to Cloudlead, Tom worked with various sales lead data providers but was unsatisfied with their ability to tailor their solutions to Evans' specific needs.

Solution

Evans' Cloudlead Account Manager identified the right decision makers within Evans' target market of supply chain, transportation, and shipping businesses then initiated a strategic weekly data outreach plan.

"Since partnering with Cloudlead, Evans only has to pay for the leads we need on a monthly basis, saving us tons of money. Even better, the leads that Cloudlead sends us are highly targeted and qualified, greatly increasing sales' efficiency and success."

Results and Review

With Cloudlead on Evans' side, they meet their sales goals more regularly and with less effort, while avoiding the restrictions that accompany lead generation software.

"Our Cloudlead Account Manager has a fluent understanding of Evans' business model, creating a sense of positive dependability and trust. The data is really high in quality and is very well positioned in the market. We are very happy to have partnered with Cloudlead."

**WORK WITH
CLOUDLEAD**

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