

“With the help of LinkedIn’s Sales Navigator, we can easily reach real decision-makers worldwide. Sales Navigator helps us generate significant competitive advantages in comparison to other prevalent sales channels.”



- F. Alexander Kep, CEO,  
expalas

**expalas**  
SALES ENGINEERING

## expalas Excels with Personalized, Targeted Campaigns Producing Quality Leads Around the Globe

### CHALLENGES:

Before Sales Navigator, it was a challenge to identify the “Buyer’s Circle” within companies, especially on an international scale. Gatekeepers impeded the efforts towards decision-makers, making it hard to build trust or a sustainable relationship.

### CAMPAIGN APPROACH:

By enhancing its targeting with Sales Navigator and Lead Builder, expalas was able to zero in on key figures and spark dialogues with astonishing levels of personalization. This aided a consultative selling approach that resonated, as well as subsequent lead nurturing.

### RESULTS:

expalas’ campaigns on LinkedIn have yielded **an average response rate of 25-35%**. Of the 500 marketing managers engaged through the new approach, they categorized 150 as valuable contacts. Of those, **50 real Sales Accepted Leads** have been generated so far.