

Level of Automation est. 75 %

Perceived meetings +59 %

Qualified Leads +33 %

Sales Cycle –42 %

How BrandCanyon generated 33% more qualified leads through smart automation and personalization

Industry: E-Commerce / Print-on-Demand
Customer: BrandCanyon

+33 %
qualified leads

–42 %
sales cycles

+59 %
perceived meetings

STRUCTURE WITHOUT IMPACT

BrandCanyon, a provider of print-on-demand, fulfillment, and marketplace operations, had solid sales processes in place—but one crucial factor was missing: consistent follow-up. Good leads petered out, potential customers were lost, and the sales team struggled with frustration over missed opportunities.

In day-to-day life at BrandCanyon, the problem looked like this: A potential customer responded to an initial contact—interested, but not yet ready to make a decision. Without a clear system for follow-ups, this response often went unnoticed. Perhaps the sales representative responsible was at a trade show or on vacation. Two weeks later, the lead was “cold,” even though there was genuine interest. Situations like this happened regularly—not because of negligence, but because there was no structured, automated reminder and follow-up system in place. The result: frustration within the team, missed opportunities, and an inefficient sales funnel.

AUTOMATION WITH TACTFULNESS

In collaboration with DealEngine, a customized lead pipeline was developed that focused on automation and personalization—without losing the human touch.

The new solution addressed precisely this issue. For example, as soon as a lead clicked on an email or filled out a form, a personalized follow-up sequence was automatically initiated – tailored to the lead’s behavior. If someone clicked on an offer but did not respond, they received a friendly, personalized reminder two days later. At the same time, the responsible sales representative received a notification with a suggestion for the next conversation starter. Internal tasks such as “Call this lead today” were also created automatically. This meant that nothing was forgotten and the team could concentrate on the conversations instead of following up on tasks.

The Challenge:

- Good leads were not systematically followed up
- Follow-up processes were patchy
- Sales resources were used inefficiently
- Closing rates stagnated despite a structured setup

The key measures:

- Introduction of a new, behavior-based lead pipeline
- Automation of 75% of processes (including follow-ups and reminders)
- Personalized outreach campaigns with a clear focus on relevance
- Prioritization of leads according to quality and engagement
- Smart reminders for the sales team at the right time

WHAT MAKES THE CASE STUDY SPECIAL

People, machines, and DealEngine working together perfectly

What BrandCanyon achieved with DealEngine was not a standard off-the-shelf solution, but a finely tuned combination of technology, strategy, and humanity. DealEngine not only brought technical expertise to the table, but also understood BrandCanyon's DNA—creative, growth-oriented, pragmatic. Here's an example from everyday life: Instead of simply sorting leads by industry or company size, DealEngine developed a scoring model that also took into account the behavior of the leads – such as how often they interacted with content or what kind of messages they responded to. This not only automated the process, but also prioritized it intelligently. At the same time, the human touch was retained: as soon as a lead showed genuine interest, a sales representative took over with tailored conversation guidelines based on previous contact. This combination of a smart system and a personal approach – made possible by DealEngine – made all the difference. It wasn't a technological revolution, but an evolutionary improvement that had an immediate impact on everyday life.

Goals achieved

- Pragmatic rather than overly complex: no overloaded tools, just smart, implementable solutions
- Relevance rather than quantity: focus on lead quality
- People + machines: automation where it helps – personal contact remains intact
- Scalability: the solution can be transferred to other growth-oriented companies

TAKE AWAY

A blueprint for modern B2B sales

BrandCanyon has demonstrated how targeted automation and well-thought-out personalization can not only generate more leads, but also improve the quality of conversations and the efficiency of the entire sales cycle. The collaboration with DealEngine was key to this success—and serves as a model for many other companies facing similar challenges.



RAMTIN RAMIN

Founder

✉ E-Mail: ramin@deal-engine.de

🌐 <https://www.linkedin.com/in/ramtinramin/>