

TRCH x CASE STUDY

BACKGROUND

Dade Systems, a leading financial technology company, faced significant growth challenges due to a lack of scalable data structures and unclear customer life cycle stages. The inability to resonate with Ideal Customer Profiles (ICPs) and to track the effectiveness of marketing efforts hindered their sales cycle and attribution of successful deals. They provide an AI-powered SaaS solution for cash application, automating payment matching across various channels with a 90% straight-through processing rate, significantly saving time for AR teams and accelerating cash flow.

CHALLENGES

- Non-scalable data structures impeding growth
- Ambiguous life cycle stages, leading to inefficiencies in tracking the sales cycle
- Uncertainty about effective marketing strategies for ICPs
- Difficulties in attributing closed deals to correct media sources

TRCH SOLUTION - LNKX

- Strategic marketing consultations for targeted growth
- Executive alignment on brand and Go-To-Market (GTM) strategies
- Database cleanup for a streamlined CRM process
- Development of precise email cadences and templates
- Implementation of sophisticated attribution and media models for results measurement



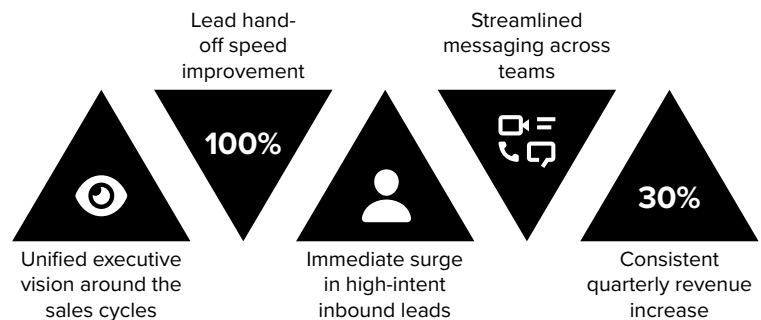
TRCH's LNKX service orchestrated Dade Systems' navigation of market challenges, aligning strategic focus with data-driven marketing precision. The systematic approach and outcomes demonstrate LNKX's power to propel sustainable growth, positioning Dade Systems for market dominance.

- Aligned marketing strategies with broader business objectives
- Optimized the use of available technology
- Identified key KPIs for revenue impact
- Used automated and accurate reporting for better decision-making



Torch Group was an invaluable partner to the DadeSystems marketing team... Within three months, they helped us execute a new brand identity, build out key marketing automation and operations processes, and establish an executive dashboard that enabled us to report on what mattered most to our leadership team and board.

Andrea Eaton, Chief Marketing Officer



Dade Systems successfully completed an exit strategy within one year after TRCH implemented new brand positioning and revenue growth solutions.

Attract new customers with a revenue engine built for the modern market. Get started:

Call: 561-349-7739

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