



“Adding True’s Chris Preston to our executive ranks as our fractional CMO let us put the right pieces into place fast, without the need to make a full-time hire.”

-Scope 5 CEO Yoram Bernet

ed to website, content, and search engine optimization. Because the website is about converting browsers to leads, attention was paid to user flow, calls-to-action, layout, design, and content.

Sustainability tools are a complex sale so emphasis was placed on the company’s blog to educate, build trust, and create community with potential buyers.

The next phase uses outbound marketing to amplify inbound efforts, and targets specific opportunities. The approach focuses on events, PR, and a nurturing engine to engage leads not ready to buy.

Executive Summary

Scope 5 is a lean, fast-growing SaaS company offering smart analytics for sustainability. Companies use the cloud-based technology to track progress, reveal waste, and drive actions that shrink environmental footprint and boost resource conservation and reuse.

By engaging True as a fractional CMO, the company achieved business outcomes that were four times larger than before, in one-quarter the time.

Problem Description

Two obstacles were keeping Scope 5’s growth rate from hitting triple digits, according to CEO Yoram Bernet.

First, pipeline value was not large enough to support sales ambition. Second, less than five percent of pipeline value came from new leads created in the last six months.

Translation: Not only was pipeline insufficient, but the company was spending scarce resources working over existing leads and opportunities rather than filling top-of-the-funnel with net new prospects.

Solution

Yoram engaged True as the company’s fractional CMO to build out an inbound and outbound marketing engine to tackle the problem.

The first step focused on helping potential customers find Scope 5—often before they are looking to make a purchase—and turning this early awareness into leads, then sales.

Inbound efforts began with new messaging, and extend-

Results

In the first 90 days, new user traffic increased 61 percent, page views grew 116 percent, and average session length expanded by 2x. Bounce rate decreased 7.3 percentage points.

These results translated into immediate business benefit. After 12 weeks, the volume of inbound marketing-led leads was 4x higher than the last twelve months combined. Fifty percent of these leads were qualified as sales opportunities.

All this was accomplished in less than six months.

Conclusion

Working with a fractional executive like True’s Chris Preston means you don’t need to recruit another co-founder, or embark on a time consuming and risky endeavor of finding a full-time operating executive. You get exactly the right expertise when you need it.

Results speak for themselves: By putting in place a scalable, low cost solution the company has grown top-of-funnel pipeline value 5x, putting it on a path to record-breaking growth.

Contact

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