

Case Study: *Outbound Consumer Appointment Setting*

Leading National Portrait Studio

Objectives

- Generate appointments and sittings for several hundred retail portrait studios across the United States
- Drive cost-effective volume into studios nationwide

Solution

- Conduct outbound sales calls to consumers inviting them to schedule an appointment with their neighborhood location
- Schedule real-time appointments using client's web-based appointment system

Results

- Over 75,000 appointments scheduled
- Managed multiple databases for client with conversion rates from 10%-65%
- 4:1 ROI



www.thumbsupinc.com
314-821-8111