

# Tripling Phunware's sales opportunities with Leadium

300%

increase in qualified leads generated in 6 months

2x

conversion rate increase



Category

Appointment Setting

Industry

Healthcare

Size Of Company

82

Headquarters

Texas

## About Phunware

Founded in 2009, Phunware (NASDAQ: PHUN) is a mobile experience and enterprise cloud platform provider headquartered in Austin, Texas. Their Multiscreen-as-a-Service (MaaS) platform enables companies across various sectors—including healthcare, smart cities, and education—to engage, manage, and monetize mobile app users.

Phunware offers advanced location-based services, audience engagement, content management, and detailed data analytics to streamline communication and significantly improve operational efficiency for its clients, including Fortune 500 companies.

## Client's Challenges

Phunware faced several obstacles in expanding its presence in highly competitive verticals such as healthcare, smart cities, and smart campuses. With a complex product suite offering services like location-based technology, mobile engagement, and audience monetization, Phunware struggled to connect with the right decision-makers who could see the value in these solutions. Particularly in healthcare, targeting Director+ roles in specialized departments like Patient Services, Innovation, and Nursing at facilities with 200+ beds proved difficult.

The intricate nature of the product meant Phunware needed a nuanced and highly targeted approach to engage prospects. Similar issues arose in their efforts to expand into smart cities and smart campuses, where their technology required buy-in from innovation and technology leaders. Without a dedicated team to create a pipeline of qualified leads, Phunware was missing out on valuable opportunities to showcase its expertise in the mobile experience market.

### Their internal team faced several challenges:

- **Healthcare:** Need to connect with Director+ roles in departments like Nursing, Patient Services, and Innovation at hospitals with 200+ staffed beds.
- **Smart Cities:** Expanding solutions into mid-sized U.S. cities with a focus on engaging city managers, council members, and IT directors.
- **Smart Campus:** Engaging top universities by targeting roles such as Director of Campus Life, Student Engagement, and Innovation.
- **Smart Workplace:** Aiming to work with Fortune 500 companies focusing on HR, facility operations, and innovation.

## Leadium Solution

Leadium stepped in with a comprehensive Sales Development Representative (SDR) strategy that tackled Phunware's challenges head-on. The solution was built around creating targeted, persona-specific outreach campaigns that spoke directly to the needs of key decision-makers in each industry. For the healthcare vertical, Leadium's SDRs focused on crafting tailored messaging for roles in Patient Experience and Facility Operations, highlighting Phunware's ability to streamline processes like patient tracking, telemedicine, and engagement through mobile apps.

The campaigns for smart cities and university campuses were similarly structured, with Leadium emphasizing Phunware's expertise in delivering city-wide mobile engagement platforms and campus life innovations. By leveraging a combination of email campaigns, LinkedIn outreach, and personalized phone calls, Leadium increased engagement and drove prospects into meaningful conversations. This omnichannel, data-driven approach enabled Phunware to focus on closing high-value deals while Leadium's SDRs filled the pipeline with qualified, relevant leads.

### Here's how Leadium made a difference:

- **Persona-based Targeting:** Customized messaging for each vertical, addressing the pain points and needs of each department, including healthcare, IT, innovation, and HR.
- **Data-Driven Prospecting:** Leveraged Phunware's internal data to refine lead lists and deliver targeted outreach campaigns, ensuring a focus on hospitals with 200+ beds, smart cities with growing tech departments, and leading universities.
- **Omnichannel Outreach:** Combining email sequences, LinkedIn engagement, and follow-up calls to reach Director+ level contacts, significantly improving engagement.
- **Real-Time Reporting and Adjustments:** Leadium provided Phunware with ongoing insights into campaign performance, allowing for iterative improvements in messaging, timing, and target refinement.

### Results

**300%**

increase in qualified leads within 6 months

**2x**

higher conversion rates for meetings

Improved engagement with C-suite and Director-level contacts



Expanded market presence in key industries such as healthcare and smart cities through targeted outreach campaigns



Reduced internal workload, allowing Phunware's sales team to focus on closing deals instead of prospecting



Greater lead quality, resulting in more meaningful conversations and quicker deal progression



"Leadium really simplified things for us. Their SDR team handled all the legwork, finding the right people and booking meetings. It freed up my team to focus on what we do best: closing deals and driving growth. They really made a difference in moving our pipeline forward."



**Clutch**  
★★★★★

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Contact us to unlock your growth potential

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