



Case Study: How Ingenius Accelerated growth with OppDrive



Client:

Industry: Mortgage Technology, Data, and Analytics

Services Provided by OppDrive: B2B Appointment Setting, Contact Data Building

Result: 450+ Sales Appointments Booked, Accelerated Pipeline Growth

Background

Ingenius provides powerful data-driven solutions for the mortgage lending industry, helping banks and financial institutions source top producing loan officers, while also providing access to data that helps lenders staff teams that reflects the diversity of each market. As they expanded their go-to-market strategy, InGenius needed a partner to help drive outreach and consistently book qualified meetings with mortgage bank decision-makers.

The Challenge

To break through a competitive market and build a consistent sales pipeline, InGenius faced several challenges:

- Difficulty acquiring accurate contact information for executives at mortgage banks
- Limited in-house capacity for outbound prospecting and appointment setting
- A desire to maximize ROI from industry events and conferences

The Solution: OppDrive's Full-Funnel Outreach Engine

InGenius partnered with OppDrive to power their outbound efforts through a comprehensive sales development program.



What OppDrive Delivered

- ✓ **Custom-Built Contact Data:** Identified and verified contact information for thousands of mortgage bank executives across the country.
- ✓ **Cold Outreach Campaigns:** Launched multi-channel email and phone outreach to introduce InGenius's value proposition and secure sales meetings.
- ✓ **Event Appointment Setting:** Booked in-person meetings at key industry conferences to ensure InGenius's team maximized every event they attended.

The Results

Over the course of the engagement, OppDrive delivered:

- **450+ Qualified Sales Appointments:** All booked directly onto the InGenius sales team's calendar, leading to substantial opportunities in the mortgage space.
- **Stronger Event ROI:** Through pre-event outreach, OppDrive ensured that InGenius's time at industry events translated directly into face-to-face meetings with high-value targets.
- **Efficient, Scalable Growth:** InGenius was able to scale its sales pipeline without building an internal SDR team.

Conclusion

By partnering with OppDrive, InGenius gained a reliable outbound engine that consistently delivered qualified leads and appointments. Whether through cold outreach or event-based prospecting, OppDrive enabled InGenius to focus on closing deals and growing their footprint in the mortgage banking space.