

LEAD GEN + DEMAND GEN — LOGISTICS & SUPPLY CHAIN SOFTWARE

How Descartes built a repeatable outbound engine generating £3M pipeline

Descartes had a strong product but no outbound infrastructure. They needed a repeatable outbound engine built fast, with messaging grounded in ICP-specific pain points across logistics and supply chain.

£3M

PIPELINE GENERATED

Q1

CONSISTENT FLOW WITHIN

WHAT WE BUILT

Outbound Messaging

Built from scratch, grounded in ICP-specific pain points across logistics verticals.

Pipeline Engine

Repeatable system delivering consistent meeting flow and qualified opportunities from day one.

"The consistency of opportunity generation has been a game-changer for us."

Gary Rosier-Taylor, Descartes

Need a pipeline you can rely on?

Let's talk about what ORRJO can do for your business.

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