

From 30,000 AUD to 4,800 AUD

How EverCert Built Its Own LinkedIn Lead Engine in 90 Days

90 Day Sprint by GoPartnering

Lead Engine Architecture for B2B operators

The Starting Point



- External agency cost **30,000 AUD** per year
- Limited visibility and control
- Leads rented, not owned

The 90 Day Sprint



What Changed

- Owned LinkedIn lead engine
- Three account outbound structure
- Internal control of targeting and messaging
- Meetings booked through dedicated system
- Full documented process

The Financial Impact

- 30,000 AUD per year to year
- 4,800 AUD per year on all of views
- **84 percent** reduction in annual lead generation cost