

DYNAMIS

CASE STUDY

COMPANY BACKGROUND

Dynamis is a technology company that creates plan design software for insurance brokers. Based in Milwaukee, Wisconsin, Dynamis was founded to improve the employer-sponsored healthcare process using innovative technology solutions.

THE CHALLENGE

As a technology startup, Dynamis began working with Accelity at a crucial time in the company's growth. While it had a solid base of clients, the company needed help quickly taking its solution to insurance brokers across the country to increase company value. Their top goal was generating qualified leads in order to position themselves for acquisition, which was difficult without a strategic marketing plan.

Dynamis needed support in many areas, including a new website, content marketing, email campaigns, sales collateral and more—but like most small businesses, could not hire a full marketing department to handle those projects.

HOW ACCELITY ADDRESSED THE CHALLENGE

As the outsourced marketing department for Dynamis, Accelity implemented a full inbound marketing strategy built on their marketing automation platform, HubSpot. Accelity's marketing activities focused on lead generation through various channels such as content marketing, videos, blogging, email marketing and more. Accelity determined the messages that resonated most with prospective clients by using their deep industry knowledge and A/B testing.

By working with Accelity, Dynamis generated an average of 50 qualified leads per quarter; in just one quarter, they met 140% of their lead goal. Accelity also increased win rate and boosted ROI—attractive selling points for an acquisition.

Upon acquisition, Accelity was easily able to report marketing and sales results to prove client value to their acquirer.

THE RESULTS

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Through partnering with Accelity on our marketing, our company enjoyed a reputation in our industry which was much longer than our revenues should have merited. Ultimately, **our acquirer became aware of our company due to our larger-than-life presence in the industry**—thanks mostly to our marketing prowess.”

Andy Nunemaker,
CEO, Dynamis



3x

win rate from
Accelity-
qualified leads

372%

monthly return
on investment

50

qualified leads
delivered per
quarter



ACCELITY

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