



LEAD MAKER

High-Performance Marketing Services

SaaS company Case Study

2024



REPORT CONTENTS

- **Summary**
- **Performance Overview**
- **Campaign Targeting & Approach**
- **Successes & Challenges**
- **Leads**
- **Network Building**
- **Contact Data Sheet**
- **Conversations & Insights**
- **Recommendations**
- **Message Sequences**





Campaigns & Targeting





CAMPAIGNS



Consumer Goods



Retail



Wholesale



Automotive



C-Suite Campaign



Manual Campaign

TARGET INDUSTRIES



Consumer Goods



Retail



Wholesale



Pharmaceutical



Automotive



Manufacturing

o o o o

Campaign Performance



o o o o



Indonesia Campaign Summary

8 month period



4302

Requests sent



1056

Connections



24%

Connection Rate



30%

Response Rate *
Reply to connector msg



17%

Response Rate *
Reply to **follow up** msg



3315

Follow ups sent



17

Leads / Potential
Prospects



Australia Campaign Summary

8 month period



4595

Requests sent



805

Connections



17.5%

Connection Rate



13%

Response Rate *
Reply to connector msg



22%

Response Rate *
Reply to **follow up** msg



2900

Follow ups sent



5

Leads / Potential
Prospects



Country Comparison



Metric	Indonesia	Australia
Requests sent	4302	4595
Connection rate	24%	175%
Replied to connector message	30%	13%
Replied to follow up message	17%	22%



CAMPAIGNS



Contacted:
1055

Connection rate:
28,6%

Consumer Goods



Contacted:
970

Connection rate:
28,6%

Automotive



Contacted:
709

Connection rate:
19.8%

Wholesale



Contacted:
687

Connection rate:
17.8%

C-Suite Campaign



Contacted:
523

Connection rate:
32%

Manual Campaign



Contacted:
496

Connection rate:
24%

Retail

Campaign Optimisation

Month 1

Broad net

Varied roles, incl C-suite

- Consumer Goods
- Auto
- Retail

Month 2

- Refined targets
- More specific roles added
- Filtered out C-suite
- Consumer goods-filtering

Month 3

- Brought back C-Suite
- Updated messages
- Refined targets further (consumer goods)
- Specific roles

Month 4

- Manufacturing campaign (broaden)
- Prioritised C-suite
- Group targets

Month 5

- Messaging tweaks
- Manual introduction

Month 6

- Switched to manual
- New messaging

Month 7

- Manual only
- Targeted based on company not individual
- End 2023 messaging

Month 8

- Manual only
- 2024 messaging

Variables

Targeting

-Are we reaching the right people?

Target by

- Industry
- Job title
- Region
- Company

Regional nuances

Messaging

-What are the responses like?

-Is the pitch too strong or not strong enough?

- Is the language too technical?

-Profile

Campaigns

-Is a specific campaign performing better?

-Are we covering the right industries?

- Are there regional nuances?

Product

-Is there interest?

- What are the reasons for decline? (Role, not a match etc)





SUCCESSSES

- **Large network of strong companies and relevant roles**
- **High number of connections in senior roles**
- **Leads /prospects from companies that met the criteria (revenue etc)**
- **Higher quality leads had senior job titles (C-suite, experienced managers)**
- **High response rate & and insights gained**
- **Targeted contact data for continued use**



CHALLENGES

- **Small audience pool**
- **High response rate but low conversions**
- **High number of rejections**
- **High number of job seekers**
- **Different LinkedIn landscape**
- **Complex product for a mass outreach campaign**
- **Many companies under management from HQ**
- **Irrelevant targets (LinkedIn filtering)**

○○○○

VP DIGITAL

Leads & Prospects

○○○○

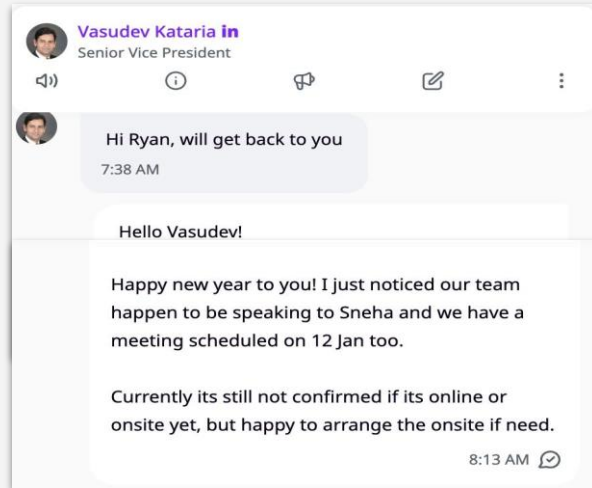




Leads / Prospects



KANMOGROUP



KANMO Group

Industry: Mass Distribution C Retail

Notable Product: Mothercare, Coach, Kate Spade

Revenue: \$383 million




Vasudev Kataria
Senior Vice President










Leads / Prospects



PT Agricon Indonesia (Group)

 **Dave Bengardi** in
Chief Executive Officer

WARM ...  

Nice to meet you previously at your office albeit it was a quick one haha. Hope to be able to catch up with you more.

By the way, the team seems to be quite pleased with the solution and suggested that we reach out to you and Pak Lukas for the next step to make

Industry: Agrochemicals Wholesale
Revenue: USD 6mil +



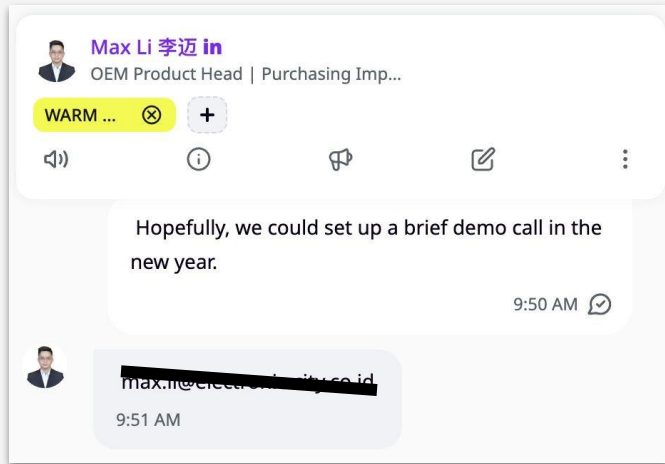
Dave Bengardi- CEO



Leads / Prospects



PT Electronic City



Industry: Mass Retail

Listed on IDX

Revenue: \$150 billion (Financial Times 2023)



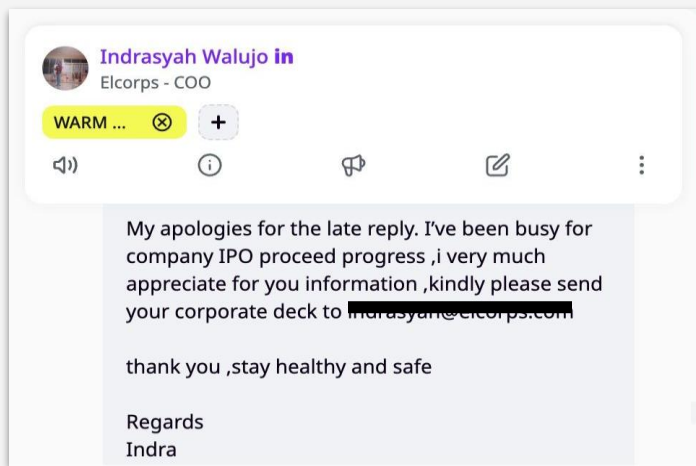
Max Li
OEM Product Head



Leads / Prospects



Elcorps: PT Bersama Zatta Jaya



Industry: Retail
Revenue: \$10 billion +
Listed on IDX (Holdings)



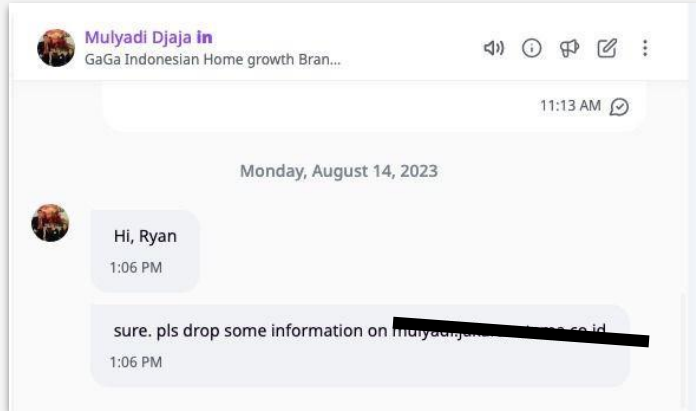
Indrasyah Walujo
COO



Leads / Prospects



PT. Jakaranatama Food (GAGA)



Industry: FMCG (Food)

Notable Products: Household Name Brands-GAGA Noodles

Revenue: \$570 mil

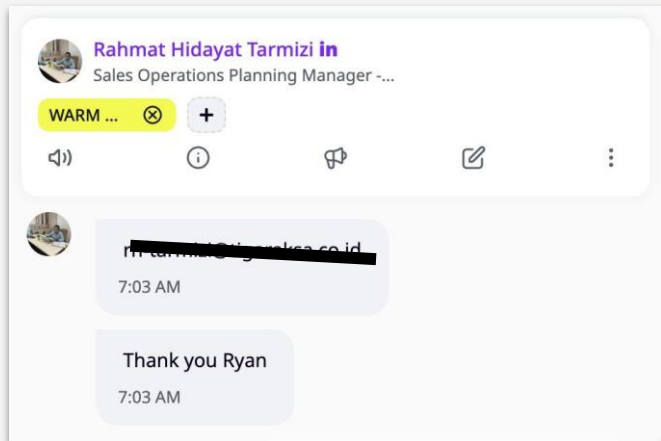


Mulyadi Djaja
Managing Director

Leads / Prospects



PT Tigaraksa Satria



Industry: Mass Distribution C Retail

Notable Products: Nutricia, Yupi, Momogi, Colgate, Ovaltine

Revenue: USD 800 mill



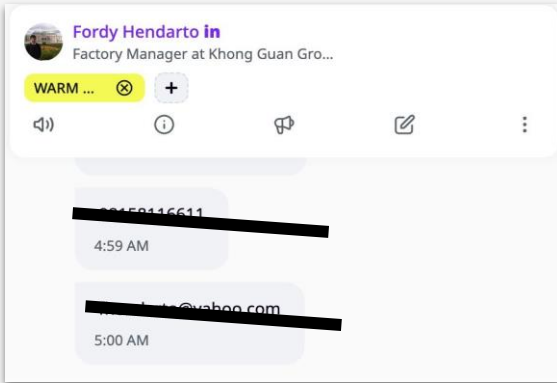
Rahmat Hidayat Tarmizi

Sales Operations Planning Manager

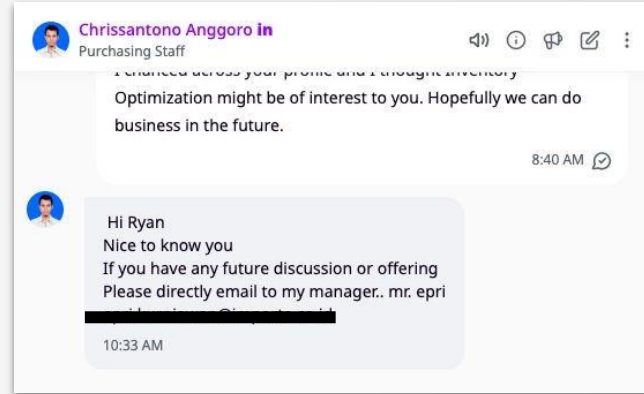


Leads / Prospects

Job title not ideal



**Pt. Serena Indopangan Industri
Khong Guan Group**
Industry: FMCG (Food)
Revenue: \$1 Billion +



PT. Importa Jaya
Industry: Furniture Supply
 3000 stores across Indonesia
Revenue:



Leads / Prospects



Great Giant Foods
Food Products
(Indonesia C Global Export)
Revenue \$1 billion +



Nippon Indosari Corpindo Tbk
Food C Bev
Revenue: Revenue \$1 billion +



Apical
Palm oil products C export
Revenue: \$500M - \$1B



PT Mitsuba
Automotive Parts
Revenue: \$500M - \$1B



Fore Coffee
170 Outlets (stores)
Launched in SG in 2023



PT Toyota Astra
Industry: Automotive Goods
Revenue:



Leads / Prospects



Great Giant Foods
Food Products
(Indonesia C Global Export)
Revenue \$1 billion +



Nippon Indosari Corpindo Tbk
Food C Bev
Revenue: Revenue \$1 billion +



PT Hartadinata Abadi Tbk
Gold jewelry manufacturer
C retail (IDX Listing)



PT Mitsuba
Automotive Parts
Revenue: \$500M - \$1B



Apical
Palm oil products C export
Revenue: \$500M - \$1B



PT Toyota Astra
Industry: Automotive Goods
Revenue:



Leads / Prospects



Fore Coffee

170 Outlets (stores)
Launched in SG in 2023



Pou Chen Corp (Taiwan)

Footwear ODM: Nike, Adidas, Asics
Revenue:



PT. SEMEN JAWA |

Part of Siam Cement Group
Revenue: \$1B (Global)



Network Building



FMCG & Mass Distribution



PT Ultrajaya

Industry: Giant FMCG - Food

Notable Product: Ultra Milk, Teh Kotak



PT ABC Kogen Dairy

Industry: Giant FMCG - Food

Notable Product: Kin Yogurt



Khong Guan Group

Industry: Giant FMCG - Food

Notable Product: Khong Guan, Serena



Cimory Group

Industry: FMCG - Food

Notable Product: Cimory, Kanzler



Wings Group

Industry: Giant FMCG

Notable Product: DAIA, Mie Sedaap



PT Asia Sakti Wahid

Industry: FMCG - Food

Notable Product: Hatari



PT Astro Technologies Indonesia

Industry: Mass Distribution & Retail

Notable Product: Astro own brand



KANMO GROUP

KANMO Group

Industry: Mass Distribution & Retail

Notable Product: Mothercare, Coach, Kate Spade



PT Matahari Department Store

Industry: Mass Distribution & Retail

Notable Product: Nevada, Connexion



TIGARAKSA SATRIA

PT Tigaraksa Satria

Industry: Mass Distribution & Retail

Notable Product: Yupi, Momogi, Colgate



PT Sumber Alfaria Trijaya

Industry: Mass Distribution & Retail

Notable Product: Alfamart, Private Labels



FamilyMart Indonesia

Industry: Mass Distribution & Retail

Notable Product:



EdenFarm
Feeding The Nation

PT Eden Pangan Indonesia

Industry: Mass Distribution & Retail

Notable Product: Fresh Food, Tuangtuang



PT Supra Boga Lestari

Industry: Mass Distribution & Retail

Notable product:

FMCG & Mass Distribution



PT Sinarmas Agro Resources and Technology Tbk

Industry:

Notable Product:



Nestlé

PT ABC Kogen Dairy

Industry: Giant FMCG

Notable Product: MILO, Dancow



PT Industri Jamu dan Farmasi Sido Muncul Tbk

Industry: FMCG

Notable Product: Tolak Angin, Kukubima



PT Campina Ice Cream Industry Tbk

Industry: FMCG - Food

Notable Product: Campina



PT Frisian Flag Indonesia

Industry: Giant FMCG - Food

Notable Product: Frisian Flag Condensed Milk, UHT Milk



PT Kaldu Sari Nabati Indonesia

Industry: Giant FMCG - Food

Notable Product: Richeese, Nextar, Richoco



Mitra Adiperkasa

PT Mitra Adiperkasa

Industry: Mass Distribution & Retail

Notable Product: SOGO, Zara, Swatch



PT Trans Retail Indonesia

Industry: Mass Distribution & Retail

Notable Product: Transmart, Carrefour



PT Lion Super Indo

Industry: Mass Distribution & Retail

Notable Product: Superindo



PT Ramayana Lestari Sentosa Tbk

Industry: Mass Distribution & Retail

Notable Product: Ramayana Dept Store



Indomaret Group

Industry: Mass Distribution & Retail

Notable Product: Indomaret, Private Labels



PT Indofresh

Industry: Mass Distribution & Retail

Notable Product:



Zalora Group

Industry: Mass Distribution & Retail

Notable Product: Own brands

Automotive



PT Astra International
Industry: Automotive
Notable Product:



Honda Prospect Motors
Industry: Automotive
Notable Product: Honda Cars



PT Indomobil Prima Niaga
Industry: Automotive
Notable Product: HINO



PT Astra Honda Motor
Industry: Automotive
Notable Product: Honda Motorbikes



PT Astra Otoparts
Industry: Automotive
Notable Product: Velasto, Denso



PT Suzuki Indomobil Motor
Industry: Automotive
Notable Product: Suzuki Cars & Motorbikes



PT Indospring
Industry: Automotive
Notable Product:



PT Mitsubishi Motors Krama Yudha Sales Indonesia
Industry: Automotive
Notable Product: Mitsubishi Parts / Cars



PT Astra Daihatsu
Industry: Automotive
Notable Product: Daihatsu Cars



PT Toyota Motor Manufacturing Indonesia
Industry: Automotive
Notable Product: Toyota Cars & Parts



PT Isuzu Astra Motor Indonesia
Industry: Automotive
Notable Product: Isuzu Trucks and Cars



PT Masabaru Gunapersada
Industry: Automotive
Notable Product: Tire & Wheel Rim

Automotive



PT Musashi Auto Parts Indonesia

Industry: Automotive

Notable Product: Car & motorcycle transmission



Wuling Motors

Industry: Automotive

Notable Product: Wuling Cars



PT Yamaha Indonesia Motors Manufacturing

Industry: Automotive

Notable Product: Yamaha Motorbikes



PT Hankook Tire Indonesia

Industry: Automotive

Notable Product: Hankook Tire



PT Daimler Commercial Vehicles Indonesia

Industry: Automotive

Notable Product: Mercedes-Benz



CONTACTS DATA

docs.google.com/spreadsheets/d/1aM-8gk6BgBM3caR2MsK9vLomLheNc1...
WhatsApp Google Translate My Drive - Google... Digital Resources Workload Shortcu... Google Slides Google Sheets Google Docs Google Meet
75% 123 Georgia 12

NAME	COMPANY	TITLE	LOCATION	EMAIL	PHONE	LINKEDIN PROFILE LINK	DATE OF LAST REPLY	CONVERSATION THREAD	CAMPAIGN
Rusma Naliah	PT Sri Rajeki Isman Tbk	Senior Merchandiser	Indonesia	rusma.naliah@pt.sri-rajeki.com	+62 812 3456 7890	https://www.linkedin.com/in/rusma-naliah	10:13 AM Jan 17	Hi Rusma, can we professionally connect?	Manual Campaign
Andri Bangun Wijaya	Busana Apparel Group	Manager at GARMENT	Citra garden puri	andri.bangun@busanaapparel.com	+62 812 3456 7890	https://www.linkedin.com/in/andri-bangun-wijaya	9:42 AM Jan 17	Hi Andri Bangun, can we professionally connect?	Manual Campaign
Wahyu Tri Setia Putra	PT. Erajaya	Online Merchandiser	Indonesia	wahyu.tri.setia@pt.erajaya.com	+62 812 3456 7890	https://www.linkedin.com/in/wahyu-tri-setia-putra	1:30 AM Jan 17	Hi Wahyu Tri Setia, can we professionally connect?	Manual Campaign
Aulya Siti Priyanti	Busana Apparel Group	Senior Merchandiser di	Indonesia	aulya.siti.priyanti@busanaapparel.com	+62 812 3456 7890	https://www.linkedin.com/in/aulya-siti-priyanti	11:56 AM Jan 14	Hi Aulya, can we professionally connect?	Manual Campaign
Yudhi WANMA	PT. Kamsai Prakasa	Supply Chain	Indonesia	yudhi.wanma@pt.kamsaiprakasa.com	+62 812 3456 7890	https://www.linkedin.com/in/yudhi-wanma	10:13 PM Jan 13	Hi Yudhi, can we professionally connect?	Manual Campaign
Rika Erradana, S.Ak	PT. Sumbang Almaria	MD Buyer Allamart	Indonesia	rika.erradana@pt.sumbangalmaria.com	+62 812 3456 7890	https://www.linkedin.com/in/rika-erradana	12:02 AM Jan 12	Hi Rika, can we professionally connect?	Manual Campaign
Yulus Adi Wijaya	PT. ASTRA DAHATSU	Executive Coordinator	Indonesia	yulus.adi.wijaya@pt.astradahatsu.com	+62 812 3456 7890	https://www.linkedin.com/in/yulus-adi-wijaya	8:09 AM Jan 10	Hi Yulus Adi, can we professionally connect?	Manual Campaign
Erwin Tulus Bhanter	PT Tigarska Satra Tbk	Sales Operation	Indonesia	erwin.tulus.bhanter@pt.tigarskasatra.com	+62 812 3456 7890	https://www.linkedin.com/in/erwin-tulus-bhanter	7:03 PM Jan 08	Hi Erwin, can we professionally connect?	Manual Campaign
Vasudev Kataria	Karnoo Group	Senior Vice President	Indonesia	vasudev.kataria@karnoo.com	+62 812 3456 7890	https://www.linkedin.com/in/vasudev-kataria	2:13 PM Jan 04	Hi Vasudev, can we professionally connect?	Clute - Mixed Industries
Forly Hendarto	Khong Guan Group	Factory Manager at	Indonesia	forly.hendarto@khongguan.com	+62 812 3456 7890	https://www.linkedin.com/in/forly-hendarto	11:00 AM Jan 04	Hi Forly, can we professionally connect?	Manual Campaign
Gisli Ayu Pratiwi	PT Isuzu Astra Motor	Head of Parts Supply	Indonesia	gisli.ayu.pratiwi@pt.isuzu.com	+62 812 3456 7890	https://www.linkedin.com/in/gisli-ayu-pratiwi	7:39 AM Dec 30	Hi Gisli, can we professionally connect?	Manual Campaign
Desprilia Nabila Sari	Kopi Kenangan	Demand Planning Staff	Indonesia	desprilia.nabila.sari@kopi-kenangan.com	+62 812 3456 7890	https://www.linkedin.com/in/desprilia-nabila-sari	3:07 PM Dec 29	Hi Desprilia, can we professionally connect?	Manual Campaign
Pangji Wiyana	PT. Astra International	Head of Vehicle	Indonesia	pangji.wiyana@pt.astra.com	+62 812 3456 7890	https://www.linkedin.com/in/pangji-wiyana	12:24 PM Dec 27	Hi Pangji, can we professionally connect?	Manual Campaign
Iyaa Noor Firdaus	PT Garuda Metalindo	Bachelor Of Industrial	Selang Baru RT 09	iyaa.noor.firdaus@pt.garudametalindo.com	+62 812 3456 7890	https://www.linkedin.com/in/iyaa-noor-firdaus	7:24 AM Dec 25	Hi Iyaa, can we professionally connect?	Manual Campaign
Sheila Zailiha	Comma Design	Undergraduate	Indonesia	sheila.zailiha@comma.com	+62 812 3456 7890	https://www.linkedin.com/in/sheila-zailiha	1:54 PM Dec 24	Hi Sheila, can we professionally connect?	Consumer Goods
Rahmat Hidayat Tarmizi	PT Tigarska Satra Tbk	Sales Operations	Indonesia	rahmat.hidayat.tarmizi@pt.tigarskasatra.com	+62 812 3456 7890	https://www.linkedin.com/in/rahmat-hidayat-tarmizi	2:01 PM Dec 22	Hi Rahmat Hidayat, can we professionally connect?	Manual Campaign
Maa Li 李迪	PT. Electronics City	OEM Product Head	Indonesia	maali@pt.electronicscity.com	+62 812 3456 7890	https://www.linkedin.com/in/maali	3:51 PM Dec 21	Hi Maa, can we professionally connect?	Manual Campaign
Muhammad Irfan Rizki	PT Isuzu Astra Motor	Supply Chain Analyst	Pangandaran	muhammad.irdan.rizki@gmail.com	+62 812 3456 7890	https://www.linkedin.com/in/muhammad-irdan-rizki	1:49 PM Dec 21	Hi Muhammad Irfan, can we professionally connect?	Manual Campaign
Rasul Sani	PT Hino Motors Sales	Inventory & cost control	Indonesia	rasul.sani@pt.hinomotors.com	+62 812 3456 7890	https://www.linkedin.com/in/rasul-sani	1:20 PM Dec 21	Hi Rasul, can we professionally connect?	Manual Campaign
Paul Soeganto	PT Astra International	Strategy.	Indonesia	paul.soeganto@pt.astra.com	+62 812 3456 7890	https://www.linkedin.com/in/paul-soeganto	7:39 PM Dec 21	Hi Paul, can we professionally connect?	Manual Campaign
Agri Adi	BMW Group	Part & Logistic @ BMW	Indonesia	agri.adi@bmw.com	+62 812 3456 7890	https://www.linkedin.com/in/agri-adi	7:46 PM Dec 19	Hi Agri, can we professionally connect?	Manual Campaign
Stjepan Siny	PT Astra Honda Motor	New Model Section at	Puluhain AM I RT	stjepan.siny@pt.astrahondamotor.com	+62 812 3456 7890	https://www.linkedin.com/in/stjepan-siny	6:45 PM Dec 19	Hi Stjepan, can we professionally connect?	Manual Campaign
Yohanes Willowoo	PT. Aneka Tambang	Warehouse & Inventory	Indonesia	yohanes.willowoo@pt.anekatambang.com	+62 812 3456 7890	https://www.linkedin.com/in/yohanes-willowoo	6:19 PM Dec 19	Hi Yohanes, can we professionally connect?	Manual Campaign
Fransyah Ariel Budiman	PT. UraJaya	Supply Chain (Logistics)	Indonesia	fransyah.ariel@pt.urajaya.com	+62 812 3456 7890	https://www.linkedin.com/in/fransyah-ariel-budiman	4:13 PM Dec 19	Hi Fransyah Ariel, can we professionally connect?	Manual Campaign
Leon Bivolaru	PT. Matahari Putra	Retail	Indonesia	leon.bivolaru@pt.matahari.com	+62 812 3456 7890	https://www.linkedin.com/in/leon-bivolaru	2:17 PM Dec 19	Hi Leon, can we professionally connect?	Manual Campaign
Edy Wijaya	PT Garuda Metalindo	General Manager	Indonesia	edy.wijaya@pt.garudametalindo.com	+62 812 3456 7890	https://www.linkedin.com/in/edy-wijaya	10:28 AM Dec 16	Hi Edy, can we professionally connect?	Manual Campaign
Uhrizal Habiebullah Husein	PT Charoen Pokphand	Domestic Purchase at	Indonesia	uhrizal.habiebullah@pt.charoenpokphand.com	+62 812 3456 7890	https://www.linkedin.com/in/uhrizal-habiebullah-husein	1:59 AM Dec 14	Hi Lisa Andri, can we professionally connect?	Consumer Goods
Samsudin *	PT. Sukanda Djaya -	Data Analyst	Kp. Ganduang RT	samsudin@pt.sukandadjaya.com	+62 812 3456 7890	https://www.linkedin.com/in/samsudin	10:26 AM Dec 13	Hi Samsudin, can we professionally connect?	Manual Campaign
sen rodrigues	Badan Perencanaan	Long Life Learning	Ruteng	sen.rodrigues@pt.badanperencanaan.com	+62 812 3456 7890	https://www.linkedin.com/in/sen-rodrigues	2:32 PM Dec 10	Hi Sen, can we professionally connect?	Manual Campaign
Muhammad nasa alarsafan	Honda Lock Indonesia	Berkuliah di SMK PGRI	Indonesia	muhammad.nasa@pt.hondalock.com	+62 812 3456 7890	https://www.linkedin.com/in/muhammad-nasa	9:35 PM Dec 08	Hi Muhammad, can we professionally connect?	Automotive
Vera Oktavia	Busana Apparel Group	Merchandiser	Indonesia	vera.oktavia@busanaapparel.com	+62 812 3456 7890	https://www.linkedin.com/in/vera-oktavia	2:39 PM Dec 08	Hi Vera, can we professionally connect?	Manual Campaign
Fernando Tor	PT. Mitra Adiperkasa	Inventory Control Staff	Komp. Jaba	fernando.tor@pt.mitraadiperkasa.com	+62 812 3456 7890	https://www.linkedin.com/in/fernando-tor	6:28 PM Dec 07	Hi Fernando, can we professionally connect?	Retail (Connector)
Talies Andrian	SAKORA Group	Cross Border Manager	Indonesia	talies.andrian@pt.sakora.com	+62 812 3456 7890	https://www.linkedin.com/in/talies-andrian	11:48 AM Dec 07	Hi Dani, can we professionally connect?	Wholesale
Florentinus Jeremy Cahyono	Mullis Bintang	Supply Chain Director at	Indonesia	florentinus.jeremy@pt.mullisbintang.com	+62 812 3456 7890	https://www.linkedin.com/in/florentinus-jeremy	9:14 PM Dec 04	Hi Florentinus Jeremy, can we professionally connect?	Manual Campaign
nurazni_sani	PT. ASIA SAKTI WINDH	Supply Chain	Indonesia	nurazni.sani@pt.asiasaktiwindh.com	+62 812 3456 7890	https://www.linkedin.com/in/nurazni-sani	4:08 PM Dec 01	Hi Nurazni, can we professionally connect?	Consumer Goods
Irina Rismalla	PT. Mario Mwanili	Brand Director	Indonesia	irina.rismalla@pt.mariomwanili.com	+62 812 3456 7890	https://www.linkedin.com/in/irina-rismalla	9:31 PM Nov 30	Hi Irma, can we professionally connect?	Retail (Connector)

+ ALL LEADS All Contacts Raw VP Future follow ups



Potential Time Savings



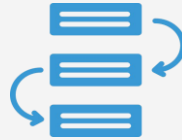
Lead searches



**Sending
connection
requests**

4302

Requests



**Automated &
manual
messages sent**

3315

Follow up messages



**Managing
connections**

1056

Connections



**Contact
organisation &
data**

1056

Connections



**680+
hours saved**

Subjective: Based on automated tasks and number of contacts



Conversation Insights





Reply Themes Identified

High number of job seekers

Companies inventory system under management by an HQ in another country

Companies using an internally built system

Companies using competitor technology

Many expressing it is out of their scope (generally not willing to redirect)

Many only replied in Indonesian after our Indonesian follow up was sent





Conversation Insights

Using a competitor

Bikash Pathak in
VP of Digital | Omnichannel Leader |...

Hi Ryan,
We have recently signed up with Blue Yonder at group level for this. Right off the bat, dont see the space for another similar tool.

Best
Bikash

3:51 AM

M.A.P
Mass Retail

Under parent /HQ management

Florentinus Jemmy Cahyono in
Supply Chain Director at PT Multi Bin...

Monday, December 4, 2023

Hi Ryan,
Apology for my late reply, yes sure we did the same things here, however we are part of Heineken Global company so all of those kind of tools decided by Global and an Opco like us just implementing and executing at operational.

3:14 PM

PT Multi Bintang
FMCG



Convgrsation Insights

Using internal system

 **Prawiro Wijaya in**
Chief Operation Officer

Do you have similar goals:

3:06 AM 


 Hi Ryan, sorry for late response. Not sure what do you mean but we do have dedicated inhouse team to build these kind of logistic enhancement algorithm revolving around our sales and inventory ERP. With similar goals

3:09 AM

Binabusana Internusa Group
Mass Retail

Shared insight on current need

 **Irvan Hanapi in**
Supply Chain Analyst

 I think focus more on critical stock, slowmoving and deadstock

4:02 AM

Cool! Would you be keen to hear more on how we help customers to automate the planning and reduce the slow moving or dead stock?

12:48 PM 

PT. Sukanda Djaya
Diamond
FMCG



Conversation Insights

Out of the contacts scope of responsibility

Kevin Arthur in
Retail Merchandising Manager (Meat)

Hi Ryan,
thanks for reaching out to me

based on your description, looks like it's way out of my position to determine such things. I suggest you to reach out our customer service cs.ranch@ranchmarket.co.id, and you will be directed to the right person through email.

9:32 AM

Ranch Market
Mass Retail Chain

Job Seekers

Rika Erradiana, S.Ak. in
MD Buyer Alfamart Bintan

11:32 AM

Sir can call me at +6282283948888 or email rikaerradiana@gmail.com

12:38 PM

I'm sorry sir, are you offering me a job?

3:01 PM

Alfamart
Mass Retail Chain

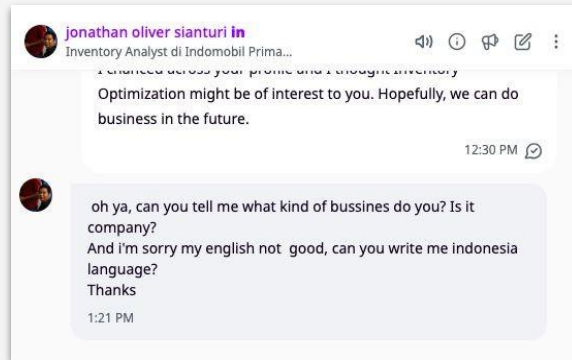


Conversation Insights

Replied in Indonesian or requested Indonesian



PT. Suzuki Indomobil Motor



Indomobil Prima Niaga Motor



PT. Musashi Auto Parts



RECOMMENDATIONS





Recommendations

Maximize your new audience

Share content- Integrate into LinkedIn strategy

Send follow up to priority contacts (Eg. Q2)

Send relevant case studies

Invite all contacts to follow LinkedIn page

Invite contacts to Webinars



Sephora Example



slimstock

Sephora's Supply Chain Evolution with Slim4

Swipe right →

01

Unprecedented Growth in the UAE

Sephora, is experiencing unprecedented growth in the United Arab Emirates. The number of SKU/store combinations has soared, surpassing some entire national markets in Europe.

→

02

Supply Chain Optimization Goals

To meet customer expectations and support their expansion, Sephora aims to achieve 99% in-store availability while reducing supply chain costs by 25%.

→

03

Slim4: The Solution for High-End Retail

Sephora has chosen to implement Slimstock's software, Slim4, to maintain top-notch service levels and efficiently manage their supply chain.

→

04

A Game-Changer for Sephora

Sephora's adoption of Slim4 reflects its commitment to excel in the competitive UAE market, ensuring high store availability and customer satisfaction.

Read more

Springpack Success

Forging a Leaner and More Sustainable Operation through Slim4's Supply Chain Optimization

Outcomes

- **Increased Stock Turnover:** Surpassed target with stock turnover 4.8, up by 20%.
- **Superior Service Levels:** Maintained service above 98% for critical products.
- **Efficient Warehousing:** Reduced external space by two-thirds.
- **Lowered Emissions:** Cut transfers by 80%, curbing carbon impact.
- **Enhanced Availability, Efficiency:** Raised product availability while minimizing inventory.



Küpfer Success

How Küpfer implemented an effective replenishment strategy with Slim4 and achieved remarkable success.

Outcomes

- **Increased Availability:** With Slim4's efficiency and management Küpfer achieved availability levels exceeding 95% for their products.
- **Substantial Inventory Reduction:** By optimizing their replenishment process through Slim4, Küpfer managed to decrease their overall inventory value by USD \$4.3 million.
- **Swift ROI:** Küpfer saw an impressive return on investment within the first year, driven by enhanced replenishment processes and improved inventory management.



J&S Automotivg Succgss

Unlocking Visibility for Over 260,000 SKUs: How Slim4 helps to Optimize Inventory Investment for sustained growth.

Outcomes

- **Excess Stock Reduction:** Slim4 enabled the development of robust stocking policies, resulting in a 40% reduction in excess stock
- **£1 Million Inventory Reduction:** Slim4 implementation led to substantial inventory reductions, preventing over-purchasing and providing clearer visibility into purchasing decisions
- **Enhanced Availability:** By adopting management-by-exception principles and automation, J&S Automotive improved availability by 7% and increased stock turn by 15%, a remarkable achievement in the automotive sector.



Sustainability for businesses

This carousel aims to highlight how Slimstock's solutions drive sustainability by reducing waste, optimizing resources, and enhancing overall supply chain efficiency.

Fostering
Sustainability with
Efficient Supply Chains

Structure (Following the flow on the website)

“Your supply chain is responsible for up to 90% of your total environmental impact.”

- **Preventing Over-Purchasing**
- **Cutting Transport Emissions**
- **Eliminating Waste**
- **Reducing Energy Consumption**

For over 1300+ customers we've achieved:

- Reduction in inventory: Up to 30 %
- Less waste: Up to 50 %
- Efficiency improvement: Up to 50 %





LEAD MAKER

High-Performance Marketing Services

Thank you

