



CUSTOMER STORY / VANILLASOFT

Vanillasoft accelerated outbound sales and built **\$6.4M** in pipeline

When a private equity mandate pushed Vanillasoft to move upmarket, ShiftUp provided the targeting, automated research, and seller guidance needed to scale outbound. Within three months, the team created **\$6.4M** in pipeline and closed four enterprise deals.

\$38M

Pipeline identified

\$6.4M

Pipeline created

4

Enterprise Wins

3 Months

Time to Impact

THE MANDATE

Vanillasoft is a sales engagement platform trusted for high-volume workflows, lead routing, and follow-up. Its business was built around inbound leads until its private equity partners set a new course: move upmarket and build an outbound enterprise motion.

The team had the sellers and the strategy. What they didn't have:

- **Hours.** Account research meant hand-stitching LinkedIn Sales Navigator and Seamless. It didn't fit inside a selling day.
- **Focus.** With no way to separate right-fit accounts from noise, reps risked burning their best hours on dead ends.
- **Confidence.** Outbound was new. Reps didn't know who to call or what to say.

THE SHIFT

Vanillasoft deployed ShiftUp to isolate high-value targets and eliminate manual research, with step-by-step strategy playbooks to build seller confidence.

- 1 **Targeted accounts.** Pipeline agents surfaced the strongest-fit enterprise accounts.
- 2 **Actionable playbooks.** Reps knew who to engage, what to say, and what to do next.
- 3 **Personalization.** Relevant emails and coordinated cadences in each seller's voice.
- 4 **Context.** Conversations and emails sharpened prep, follow-up, and recommendations.

THE VALUE OF SAYING NO

1,000 low-fit accounts eliminated

Most sales tools promise more leads and more activity. ShiftUp created value through subtraction—disqualifying roughly 1,000 low-fit accounts so sellers could focus on targets most likely to close. That visibility also helped managers distribute enterprise accounts fairly, shifting outbound from quantity to quality.

“I was skeptical that my sellers would adopt another tool, but they immediately saw the value, embraced it, and integrated it into their workflows across the sales process. The results speak for themselves.”

Zach Miller, CRO Vanillasoft

See what [ShiftUp](#) can uncover in your market