



How Canibuild built a scalable inbound and outbound pipeline engine with 11x

< 2 minutes

speed-to-lead time
(99% reduction)

40% lift

in demo
conversions

20% of pipeline

generated by 11x
within 3 months
of launching Alice

About

Canibuild is a leading AI-powered planning software allowing residential builders to determine site suitability, position, and price point for any build remotely.

Industry

Construction / PropTech

Product

Alice Julian

Region

APAC North America

Company Size

50-200

CRM

HubSpot

“Leads would sit for hours, sometimes days. Reps spent 10-30 minutes qualifying the wrong people, and outbound was just a few calls when someone had time.”

“Alice turned outbound into inbound for our team, and Julian helped us focus on qualified demos with full context. We’re now converting over 40% of demos to subscriptions and scaling pipeline without hiring more headcount.”



Mark Deacon

Chief Revenue Operations Officer at Canibuild

● Challenge

Higher inbound volume didn’t scale, while outbound lacked a repeatable motion

Before adopting 11x, Canibuild lacked a consistent outbound engine. Their GTM motion was primarily inbound-driven, and outbound was run on an ad hoc basis. When account executives (AEs) ran low on inbound leads, they would occasionally make outbound calls from static lists or send one-off emails, without a repeatable workflow in place.

Speed-to-lead lagged significantly

As Canibuild increased marketing spend, inbound lead volume surged. With a lean sales team and no SDRs, they were unable to respond quickly to capture demand. High-intent leads often sat for hours or even days over weekends, reducing momentum at a critical point in the buying journey and lowering conversion rates.

Manual qualification pulled reps away from high-intent conversations

Not every inbound lead was a fit. Reps spent significant time qualifying prospects on live calls, reducing time available for closing the highest-quality opportunities. Instead of focusing on qualified demos, the team was filtering and validating lead quality.

Outbound lacked a repeatable motion

Canibuild experimented with outbound outreach in the past, including high-volume dialing and manual email attempts. This approach was inconsistent and difficult to sustain alongside inbound follow-up. Without a structured outbound motion, pipeline generation depended heavily on inbound volume and available rep bandwidth.

● Solution

11x scaled and automated a new outbound motion and inbound speed-to-lead

Canibuild implemented 11x to automate and optimize their GTM workflows across multiple channels. Julian automated inbound follow-up and qualification, followed by Alice to build a repeatable outbound motion that consistently generated pipeline. Together, 11x became the execution engine that improved speed, eliminated inefficiencies, and drove more pipeline.

Canibuild onboarded Julian quickly with high-touch support from 11x, including weekly check-ins and guided setup. Within a few weeks, the team saw tangible impact, with ongoing improvements shaped by live campaign performance and customer feedback.

Automated inbound follow-up and qualification with Julian



Canibuild configured Julian as a dedicated inbound agent for each AE, routing leads based on geography (U.S. vs. Australia) and account size. As soon as a prospect submitted an inquiry, Julian automatically called to answer product questions, gather context, ask qualifying questions, and book a demo when there was a fit.

Julian was integrated directly with each AE's calendar, enabling instant handoff and real-time scheduling. After every conversation, Julian captured key takeaways and synced them into Canibuild's CRM so reps entered meetings with full context. This reduced early funnel delays and helped the team convert interest while intent was highest.

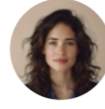
After inbound success, Canibuild expanded Julian into additional use cases beyond sales, including:

- Proactively reaching out to customers with product updates and offering time with their Customer Success Manager
- Invoice reminders and payment-method updates via call

As Julian proved effective across multiple workflows, Canibuild continued testing new use cases to eliminate time-consuming manual work, with additional agents planned for production.

“We don’t even track speed-to-lead anymore because it’s automatically two minutes, and sometimes I listen to calls and I’m surprised. The prospect will ask something and I think, how did Julian know the answer to that?”

Scalable outbound demand creation with Alice



Canibuild shifted focus to outbound, with a goal of generating proactively without adding SDR headcount or pulling AEs away from high-value conversations. Alice gave Canibuild a scalable, personalized outbound motion that ran in parallel with inbound.

To support Canibuild's global footprint, Alice duplicated and localized campaigns across the U.S., Australia, and New Zealand. This helped them maintain consistent coverage and brand voice without rebuilding campaigns from scratch.

Canibuild deployed Alice across several outbound use cases:

- Cold prospecting campaigns to identify and engage net-new leads
- Job-change campaigns targeting prospects in new roles
- Website visitor campaigns re-engaging high-intent prospects who matched ICP

“Alice has removed the need for us to hire SDRs or for our AEs to do prospecting themselves. Automating the mundane work lets our human team focus on tasks that actually move the needle.”

“11x became the execution layer behind our inbound and outbound motions. It made our sales operation leaner, more efficient, and easier to scale.”



Mark Deacon
Chief Revenue Operations Officer

With the release of Alice Playbooks, Canibuild also launched win-back campaigns using historical CRM deal data. Alice analyzed closed-lost notes, including prospects' existing tools, processes, challenges, and goals, to craft highly contextual outreach. This reactivated conversations that would have otherwise stayed dormant.

Together, these campaigns helped Canibuild build a structured, repeatable engine on top of inbound, turning outbound into a reliable contributor to pipeline rather than an occasional experiment.

● Results

Unlocking repeatable pipeline with unified inbound and outbound execution

After implementing 11x, Canibuild improved sales velocity and created more consistent pipeline generation across inbound and outbound. Faster follow-up and earlier qualification contributed to stronger conversion performance and a leaner, more efficient sales operation.

Leads were engaged automatically, conversations were pre-qualified, and reps could spend more time in the meetings that mattered. With 11x handling inbound follow-up and outbound execution in parallel, Canibuild turned sales execution into a repeatable system. The result was a faster, leaner motion built to scale pipeline without scaling headcount.

40% lift

in demo conversions

99% reduction

in speed-to-lead time (from 3+ hours to less than 2 minutes)

20%

of pipeline generated from Alice outbound within 3 months



Scale inbound
and outbound in
one platform.

Generate pipeline
across both motions,
without adding
headcount.

→ Reach out to us at <https://www.11x.ai/demo> to
see how 11x can help you generate more pipeline.