



How MMB Networks Uses 11x to Increase Qualified Meetings 5x with Automated Outbound

5x increase in qualified meetings

2.5x industry average reply rate

2x industry average reply-to-meeting conversion

About

MMB Networks designs and manufactures IoT connectivity solutions for smart energy applications. They serve utilities and energy manufacturers, providing end-to-end development from concept to deployment.

Industry

Clean Energy

Product

Alice

Region

North America

Europe

Company Size

11-50

CRM

HubSpot

“We evaluated twelve solutions and 11x was the only one with real AI personalization. Since putting Alice on autopilot, we've increased qualified meetings 5x while freeing our team to focus on high-value customer conversations.”



Russell Thomas

Chief Executive Officer (CEO) at MMB Networks

● Challenge

Limited personalization left qualified prospects in a narrow market untapped

Before 11x, MMB Networks relied entirely on automation through Zopto for outbound lead generation. With a GTM team of just three people, they faced a critical scaling problem.

“We were brute forcing it through Zopto,” Russell explained. “The messaging was very generic, just ‘Hi [First Name], we've got a great smart energy solution. Would you like to hear more?’ We didn't have any email piece, and we didn't have any way to customize messaging beyond basic templates.”

Generic messaging alienated technical buyers

MMB Networks targeted senior utility leaders, grid modernization stakeholders, and technical-decision makers responsible for Advanced Metering Infrastructure (AMI) and field network strategy. These highly specialized buyers required precise, technically credible messaging that demonstrated a deep understanding of the space.

“We just weren't getting meetings with the right people. Our outreach failed to connect with qualified prospects.”

Small team constrained their ability to target and nurture their ICP

With only three people managing GTM strategy, the team couldn't personalize at scale. Running a single campaign at a time across lists of 1,000-3,000 contacts meant opportunities sat untouched for weeks.

Response rates declined steadily with template-based outreach

Over 18-24 months, the results showed. Response rates declined steadily. The team was generating only 6-10 SQLs per quarter.

● Solution

Scaling personalized outreach with Alice in a technical market

Alice enabled the team to:

- Run multiple campaigns in parallel across email and social networks simultaneously
- Personalize messaging at the individual level using Alice Live Web research
- Upload their own technical documentation and content for Alice to reference to keep messaging product-specific and relevant
- Monitor sourcing health in real-time to know when campaigns were finding contacts in their narrow market
- Integrate directly with their CRM for seamless lead handoff

Campaign volumes were intentional, balancing large-scale plays with higher-intent, lower-volume campaigns where sourcing the right people mattered most.

The team monitored positive replies daily through the platform, acting on qualified responses and entering them directly into their CRM. This allowed marketing and sales to stay aligned on prospect quality and follow-up timing.

"In a narrow market like ours, you can't waste time on campaigns that aren't finding people. Alice's sourcing health visibility lets us see immediately if contacts exist before we invest days into a campaign. That's incredibly valuable."

● Results

5x qualified meetings while running outbound on autopilot

After implementing 11x in August, MMB Networks saw measurable impact within months. Alice generated 24 qualified meetings and passed them to the sales team.

By January, three booked meetings resulted in pipeline, with several opportunities still in motion through their typical 6-12 month sales cycle.

Alice transformed MMB's outbound from manual execution to automated scale. A team of three now runs campaigns across multiple channels simultaneously, replacing a single-channel tool that required constant oversight.

Sales cycles in IoT connectivity run 6-12 months, meaning most deals sourced through Alice are still in motion. But the immediate impact is clear: meeting volume tripled and the team spends more time in customer calls than managing campaigns just a few months in.

"In our market, you need real AI that researches individual prospects and understands specific products, not generic solutions. Alice was the only platform that actually delivered that."

Autopilot execution freed the team to focus on high-value activities

"With Zopto, it was more manual. I had to check it constantly," said Vicki Forde, who manages marketing. "Alice runs on autopilot. I get notifications when I need to act on positive replies, so I can stay focused on important campaigns."

The shift freed the team from campaign management and allowed them to spend time where it matters most, engaging with qualified prospects.

Early pipeline contribution with deals in motion

Alice is already contributing significantly to MMB Networks' total pipeline. With most deals still moving through their 6-12 month sales cycle, the team expects this percentage to grow even more.

Looking forward, MMB Networks is excited to explore activating re-engagement campaigns to resurface contacts from their CRM backlog using 11x's outbound play capabilities.

"Without 11x, we'd still be pushing generic outreach and bleeding limited budget on trade shows and ads just to hit our numbers. Alice truly delivered results for us."



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→ See how other teams are winning with 11x at 11x.ai/customers.

 11x

Most outbound
treats every
prospect the
same.

In niche markets,
generic gets ignored.
Alice finds the right
buyers and books the
meetings that matter.

→ See what your outbound is missing at 11x.ai/demo.