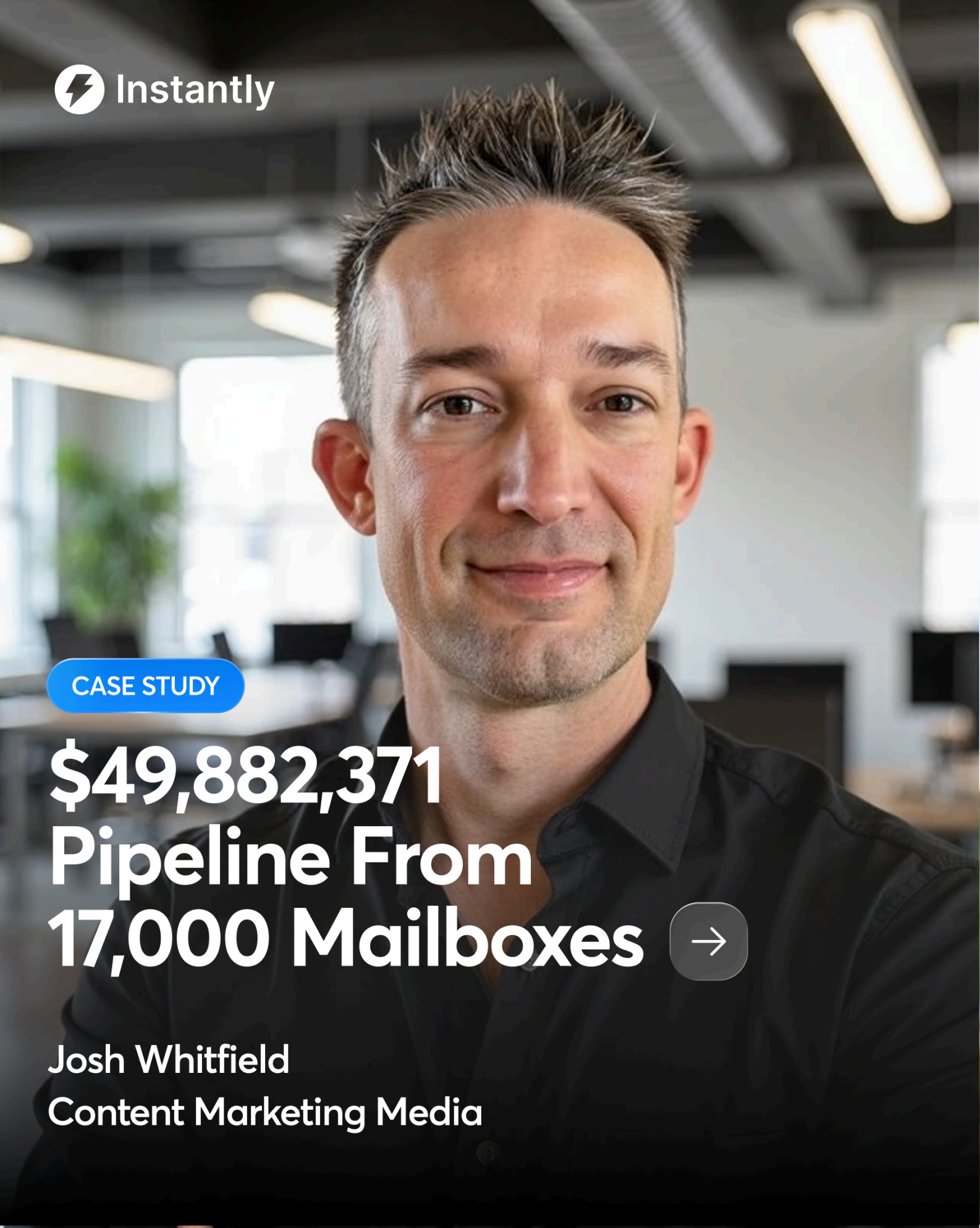

Instantly
CASE STUDY
$49,882,371
Pipeline From
17,000 Mailboxes
Josh Whitfield
Content Marketing Media

MEET THE EXPERT

Josh Whitfield

Runs a B2B outbound lead generation agency that helps businesses generate qualified sales opportunities through cold email.



Content Marketing Media

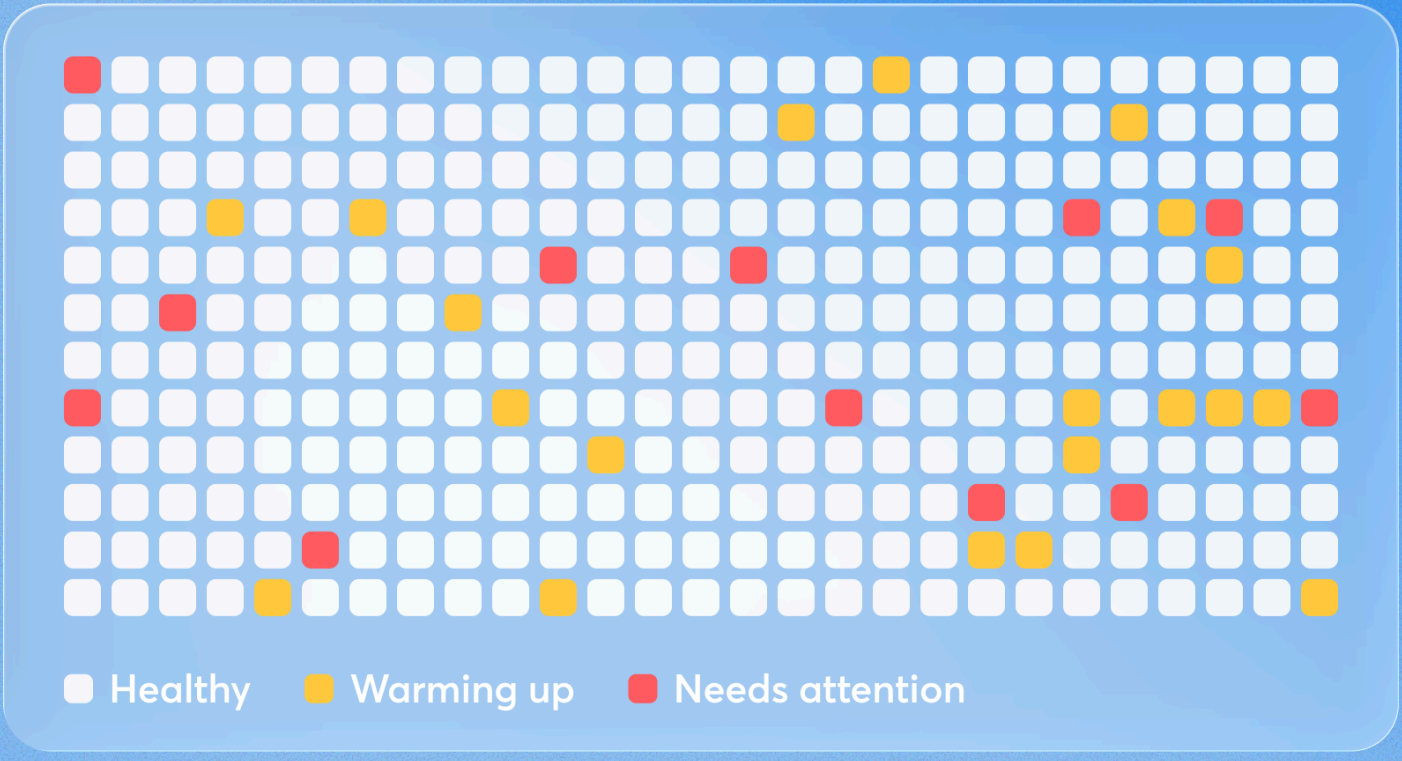
17,000+

mailboxes managed across client accounts

THE PROBLEM

17,000+ Mailboxes to Manage

As CMM grew, keeping client campaigns organized and thousands of mailboxes healthy became harder to manage every day.



They solved it in three steps →

STEP 1

Mailbox Warmup

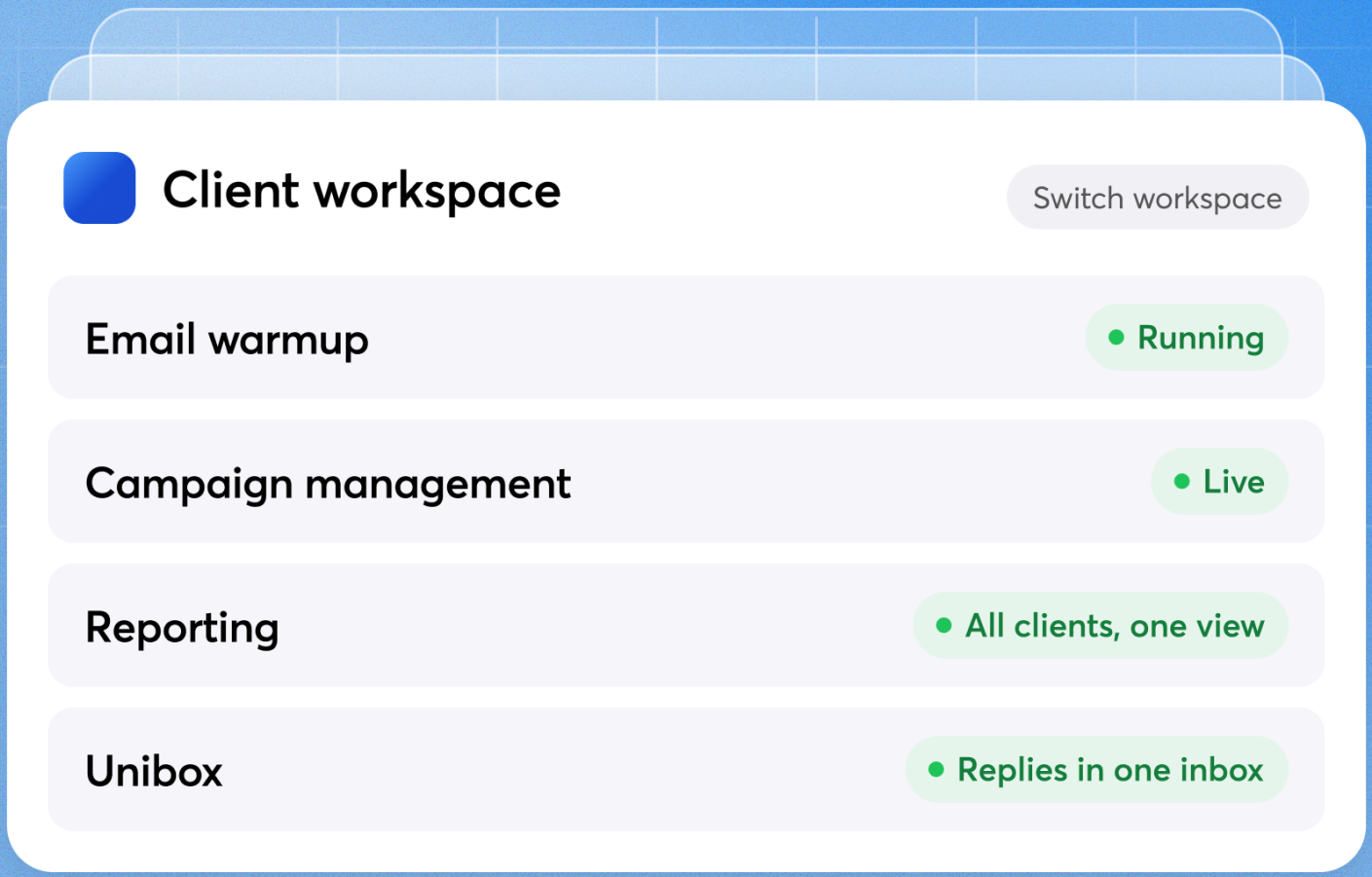
CMM uses Instantly to automatically warm up every new mailbox before outreach, helping build sender reputation with less manual work.



STEP 2

Centralized Overview

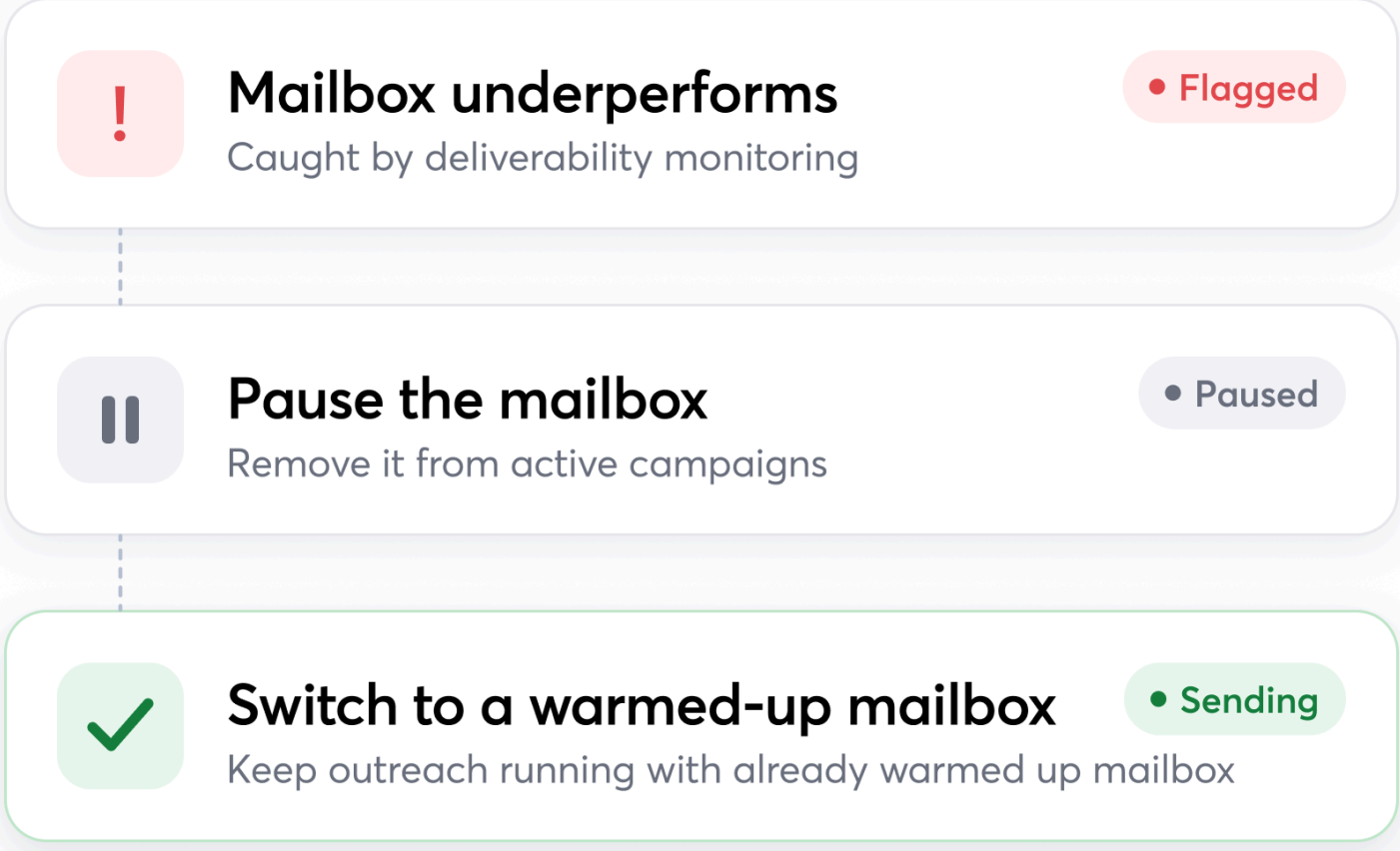
Warmup, campaign management, and reporting for every client workspace, all in one platform.



STEP 3

Replace Damaged Mailboxes

When a mailbox stops performing well, the team pauses it and replaces it with one that's already warmed up.



BEFORE VS AFTER

Less Work For The Team

Instantly simplified the team's day-to-day outbound operations.

	BEFORE	WITH INSTANTLY
Mailbox prep	~~Manual~~	→ Automated warmup
Launching	~~Slow, multi-step~~	→ Streamlined workflow
Reporting	~~Multiple tools~~	→ One platform

More clients without as much extra work.

THE RESULTS

12 Months On Instantly

Every CMM client campaign, added up.

7,353K emails sent

4.76% reply rate

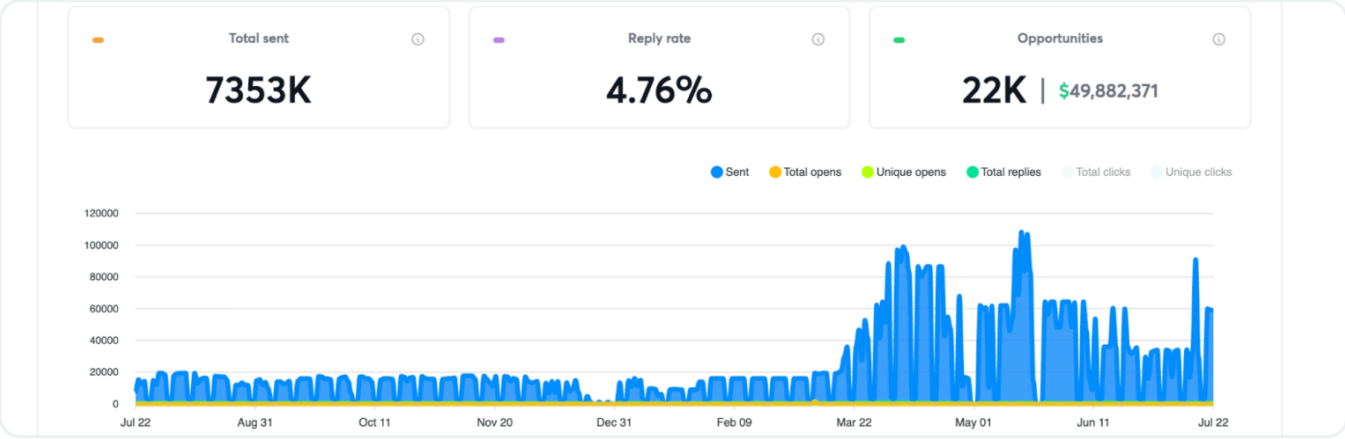
22K opportunities

$49,882,371 pipeline

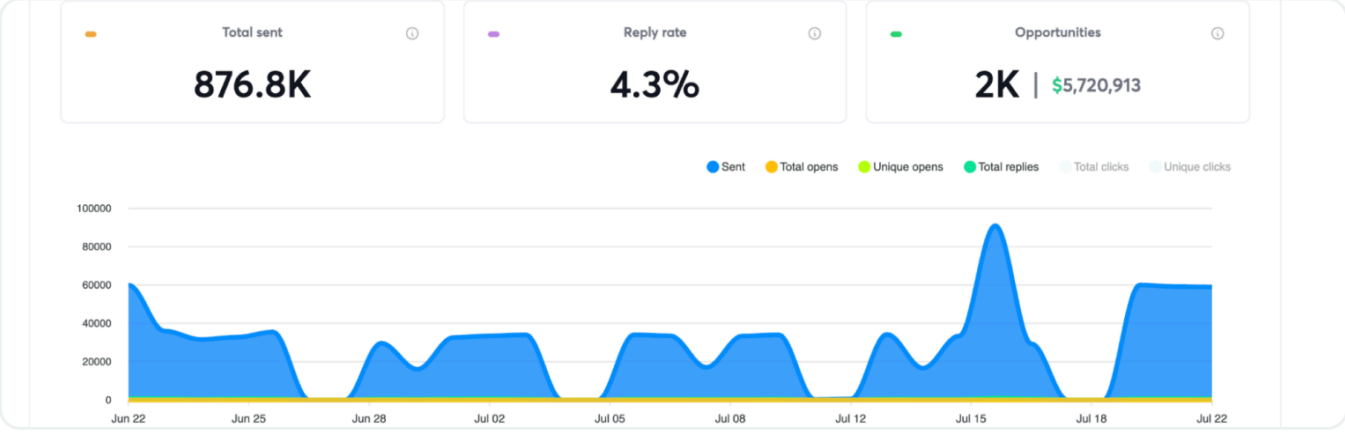
THE PROOF

Consistent Results At Scale

Last 12 months · 7,353K sent · 22K opportunities



Last 4 weeks · 876.8K sent · 2K opportunities



Josh Whitfield
Content Marketing Media



Instantly Has Become The Backbone Of Our Outbound.

"Managing more than 17k mailboxes across multiple client accounts requires a platform that's reliable and easy to scale, and Instantly has delivered exactly that."

Instantly

Follow Instantly For More Case Studies Like This

More real campaigns and proven results

