

THYNGROWTH

Case Study

Scalekraft × ThynkGrowth

How signal-led cold outreach generated qualified pipeline
and a closed deal for an AI video startup — in half a month.

Signal-Led Outbound · B2B SaaS · AI Video

About Scalekraft

AI-Generated Videos for B2B SaaS

Scalekraft (now rebranded as Blarky) creates AI-generated explainer and product videos tailored for B2B SaaS companies.

Their product helps SaaS businesses communicate complex product value quickly — a high-impact asset for conversion, onboarding, and sales enablement.

AI Video

B2B SaaS

Rebranded: Blarky

PRODUCT

AI-generated explainer videos

MARKET

B2B SaaS companies

BRAND

Rebranded → Blarky (Feb 2025)

The Challenge

1 No Scalable Outbound Engine

Limited referral network, inconsistent LinkedIn results. The business needed a repeatable, data-driven growth engine built from scratch.

2 Unvalidated ICP

Engagement started mid-experiment in the pet care vertical — a hypothesis already tested for a month by the founder with zero traction.

3 Tight Budget & Short Runway

Small team, lean budget. Infrastructure had to be built correctly from day one to protect deliverability and avoid wasted spend.

Month 1 — Infrastructure & Pivot

FOUNDATION

Infrastructure Built

- Week 1: 10 domains & 30 mailboxes configured
- Week 1: Clay workflows & warm-up deployed
- Weeks 2–4: Outreach launched into pet care vertical
- ICP research run across pet care and SaaS in parallel

The Pivot Decision

Weeks 2–4 of Month 1 saw active outreach into the pet care vertical — but zero replies were generated.

This followed a full month the founder had already spent testing pet care independently, also with no results.

At month end: full pivot to B2B SaaS. Companies that would genuinely benefit from AI-generated video content. This unlocked real demand.

 *Week 1 = infrastructure only · Weeks 2–4 = pet industry outreach (0 results) · Month 2 = SaaS pivot & results*

Signal-Led Personalisation

The strategy behind above-average reply rates

Does the prospect have a video on their website?

NO

YES

No Video Found

Assess product complexity. If nuanced or feature-rich, pitch how video simplifies and accelerates their message.

Video Exists

Check when last published. If older than 2 years — product has evolved. Pitch a video refresh that reflects current value.

Why This Worked

- Every email referenced a specific, researched signal — not a generic pitch
- Prospects saw immediate relevance — their video was missing or outdated
- The pitch answered 'why now?' before prospects had to ask
- Clay enrichment automated signal detection at scale across 15,000+ prospects
- Outreach felt human and timely — not mass-sent spam

"Every email felt researched and relevant — because it was."

Month 2 — Campaign Performance

Results from mid-Month 2 onwards (Month 1 = infrastructure & research only)

Campaign	Sent	Positive Replies	Reply Rate
UK IT Services 27 Oct	3,933	5	9.80%
UK Internet 27 Oct	2,694	6	9.84%
USA Internet 23 Oct	4,495	3	6.00%
USA SaaS 14 Oct	4,151	4	8.00%
TOTAL	15,273	18	~8.8%

Investment & Return

Investment Breakdown

Clay (Lead Intelligence)	\$349	Monthly
Smartlead (Email Platform)	\$99	Monthly
Domains (10 × \$10)	\$100	One-Time
Mailboxes (30 × \$3)	\$90	Monthly

Total Monthly **\$638**

\$638

Monthly Spend

\$1,000

Revenue Generated

ROI in Active Month

1 deal closed → \$1,000 revenue
vs \$638/mo spend

1.57× ROI in Month 2 alone

Results at a Glance

15,273

Emails Sent

18

Positive Replies

5

Meetings Booked

1

Deal Closed

What Worked

- Signal-based personalisation drove above-average reply rates across all campaigns
- Pivoting from pet care to SaaS unlocked genuine, measurable demand
- Multi-domain infrastructure protected deliverability at volume
- Clay enrichment enabled scalable, bespoke messaging at pace

Outcome

- 18 positive replies across 4 campaigns at ~8.8% avg reply rate
- 5 meetings booked — multiple prospects in active pipeline
- 1 client converted at \$1,000 deal value
- Founder returned in Feb for a 2-week Blarky consultation

Why the Engagement Paused

Not underperformance — pipeline overflow.

By the end of Month 2, Scalekraft had more pipeline than their team could handle. Cold outreach, referrals, and LinkedIn were all generating simultaneously. The founder paused — a clear sign of success, not failure.

Month 1

Infrastructure & Research

Week 1: setup. Weeks 2-4: pet care outreach (0 replies). Pivot to B2B SaaS identified at month end.

Month 2

Outreach & Results

15k+ emails → 18 positive replies → 5 meetings → 1 deal closed. Pipeline overflow at end of month.

Feb

Return Engagement

Founder (now Blarky) returned for a focused 2-week strategy consultation.

THY NK GROWTH

Signal-Led Outbound that Converts.

B2B Pipeline Generation · ICP Research · Cold Email Infrastructure

Ready to build your outbound engine?

15,273

Emails Sent

18

Positive Replies

\$1,000

Deal Closed

~8.8%

Avg Reply Rate