

Narrative ROI Kit

3 Real Case Studies + ROI
Calculator + 90-Day Pilot
Framework
for B2B Tech/SaaS ABM
Success

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Case Study #1: Series C SaaS – \$620K Pipeline in 90 Days

Challenge

- ✓ 2% email reply rate
- ✓ 6sense live, no creative layer
- ✓ SDR burnout from generic scripts

Solution

- ✓ 48-hour ICP immersion
- ✓ 7-touch narrative arc
- ✓ Blog → LinkedIn → Email → Call

18%

Reply Rate

42%

Meetings Booked

\$620K

Pipeline Created

10×

ROI in 90 Days

Source: Internal Pilot Data | Page 2 of 6

- **Calculate Your Narrative ROI**

Input Your Metrics

Emails/Month	Current Reply %
1000	3
Deal Size (\$)	
50000	

\$1,350,000

Projected pipeline with 18% reply → 42% meeting rate (Demand Gen Report 2024)

Projected ROI: 8–12× CAC | Page 3 of 6

● 90-Day Executable Pilot Framework

Week 1–2: Package 3 case studies into PDF “Narrative ROI Kit” + 48-hour ICP workshop.

Week 3–4: Build ICP trigger list (Crunchbase + LinkedIn Sales Nav) → 500 targets (e.g., just raised \$30–100M).

Week 5–8: Run 50 pilot emails + 20 calls; track reply → meeting → pipeline via ROI dashboard.

Week 9–12: Turn data into webinar with Belkins/6sense partner; close 3 retainers (\$9K–\$22K/month).

Escape Clause: 90-day pilot with full refund option.
No risk — cancel anytime.

Pricing Tiers: Launch \$9K/mo | Page 4 of 6

● Why Narratives Beat Generic Outbound

Market Need: 73% of B2B buyers call vendor content “too generic” (Demand Gen 2024).

Deal Complexity: 6.8 decision makers per enterprise deal — each needs tailored stories (Gartner).

ABM Failure Rate: 62% due to poor messaging (ITSMA).

Your Edge: We productize the “copy half” of ABM at SDR speed — 2.3× pipeline velocity.

Global Content Market: \$400B+ (2024) | Page 5 of 6

Ready to Build Your Narrative Engine?

Position as the missing layer between ABM tech (6sense) and execution. Start with Series B–C SaaS that just raised.

[Launch 90-Day Pilot →](#)

Sources: Internal Pilots | Demand Gen Report 2024 | Gartner | ITSMA | Bridge Group

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