

CASE STUDY

| Vuabl -- vuabl.io

Quadrupled Revenue in 20 Months

A proptech startup transformed from referral-dependent services to a scalable SaaS platform -- through CRM implementation, inbound and outbound systems, a data-driven market pivot, and a North America enterprise pipeline worth ten times the original business.

+ HubSpot CRM

+ Inbound System

+ Cold Outreach Engine

+ Market Pivot

+ Enterprise Pipeline

4x

Revenue growth in 20 months

17%

Waitlist-to-meeting conversion

150/day

Outbound emails sent

L100K

North America pipeline

THE CLIENT

Proptech SaaS Built for Property Professionals

Vuabl builds analytics software for the property industry -- starting with estate agents and, after a data-driven pivot, now focused on surveyors and appraisers. Their platform gives property professionals the data they need to work faster, quote more accurately, and win more business.

The product had genuine traction: early customers, positive feedback, and a founding team with deep domain knowledge. What it didn't have was the marketing infrastructure to grow beyond the founders' personal networks -- or the data to know which market to grow into.

THE CHALLENGE

A Strong Product, Trapped Behind Weak Foundations

When we started working with Vuabl, the business had real potential but was structurally limited in how it could grow. Revenue depended almost entirely on the founders' relationships. There was no CRM, no inbound pipeline, and no way to measure what was working.

01 -- REVENUE MODEL

90% Services, 10% SaaS

The founders were trading time for money. Service delivery dominated the business, leaving little capacity to scale the SaaS product that actually held the long-term value.

02 -- NO PIPELINE

Everything Came Through Referrals

Every deal came through personal contacts and introductions -- "golf course deals." Zero inbound marketing, zero outbound system, zero ability to predict or scale revenue.

03 -- NO CRM OR DATA

No Record-Keeping Infrastructure

Historical client data was scattered across emails and spreadsheets. No CRM, no tracking, no way to see the full picture of relationships or pipeline at any given moment.

04 -- UNDERPERFORMING WEBSITE

A Site That Couldn't Convert

The existing website was slow and not built around conversion. It generated no leads and gave the SaaS product no presence -- while a legacy version had to be maintained for existing clients.

01

PHASE ONE

CRM, Website and Inbound Foundations

Building the infrastructure that would make everything else measurable and scalable.

01 -- HUBSPOT CRM

Built From Scratch, Linked to Everything

HubSpot deployed from zero -- historical client data loaded, email and phone linked for auto-logging, pipeline stages configured around how Vuabl actually sells. Every interaction trackable from day one.

02 -- NEW WEBSITE

Fast, Conversion-Optimised, Lead-Focused

New vuabl.io built for conversion -- fast loading, clear product messaging, and CTAs matched to buyer intent. Legacy site maintained for existing clients while the new site captured net-new demand.

PHASE TWO -- INBOUND SYSTEM

Three Pathways, Built Around Buyer Readiness

Not every potential customer is ready to book a demo. The inbound system we built creates a pathway for every level of intent -- capturing prospects at the earliest stages of interest and moving them toward a sales conversation at the right pace.

LOW INTENT

Waitlist Form

Email capture for pre-launch and early-interest prospects. No commitment required. Enters a 4-step nurture sequence.

MID INTENT

Pricing Form

Variable pricing required personalised quoting -- signals active evaluation. Routed to sales for a tailored response.

HIGH INTENT

Book a Demo

Direct meeting booking for enterprise buyers and decision-makers ready to evaluate the platform now.

THE EMAIL NURTURE ENGINE

Turning Waitlist Sign-Ups Into Booked Meetings

A 4-step automated sequence converted cold email captures into qualified sales meetings: introduction to the platform, social proof and differentiators, real customer case studies, and an open "goodbye" email with an opt-back-in CTA that continued generating pipeline months later.

17%

of waitlist sign-ups booked a meeting

25%

close rate from those meetings

9%

of "goodbye" recipients returned later

L88.6K

total inbound pipeline built from zero

02

Data Made the Decision -- Surveyors, Not Agents

The numbers revealed a 7.5x opportunity hiding in an adjacent market.

As pipeline data accumulated in HubSpot, a clear pattern emerged. Estate agents -- the original target market -- process around 20 properties per month. Surveyors and appraisers process around 150. Same product, same pricing model, 7.5 times the revenue per customer. The data made the decision obvious.

BEFORE**Estate Agents**

~20 properties per month
Lower volume, lower revenue
Slower adoption cycle
Fragmented market

**AFTER****Surveyors and Appraisers**

~150 properties per month
Higher volume, higher revenue
Stronger product-market fit
Clear enterprise opportunity

PHASE THREE

03

The Outbound Engine -- 150 Emails a Day

Custom data infrastructure powering automated, targeted outreach to every surveyor in the UK.

With the pivot confirmed, we built the outreach infrastructure to execute it at scale. A custom scraper mines every EPC certificate from UK government databases -- identifying every active surveyor in the country and feeding them directly into HubSpot for outreach.

01**EPC Scraper**

Mines UK government EPC database to identify every active surveyor -- a complete, constantly updated prospect list.

02**HubSpot Pipeline**

Scraped contacts piped directly into HubSpot -- 100% data coverage, fully tracked from first email to closed deal.

03**Cold Outreach**

Automated system sends 150 targeted emails per day to qualified surveyor contacts via cold outreach tooling.

04**SDR Handoff**

5% positive response rate triggers SDR call -- reply to booked meeting to closed deal in a single, repeatable motion.

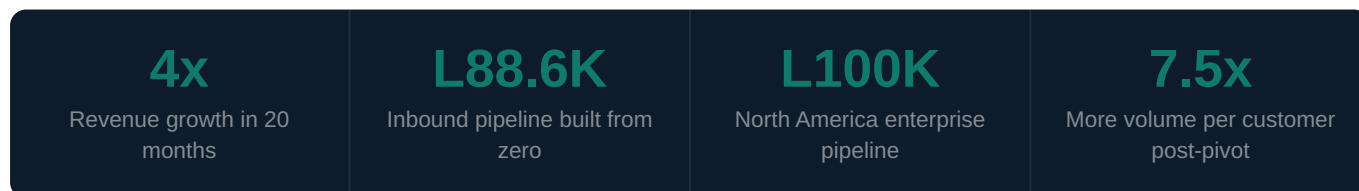
WHAT THIS CREATED

A fully automated, data-driven outbound system that generates a consistent flow of warm, qualified surveyor leads with no manual prospecting required. The pipeline fills itself -- the sales team closes it.

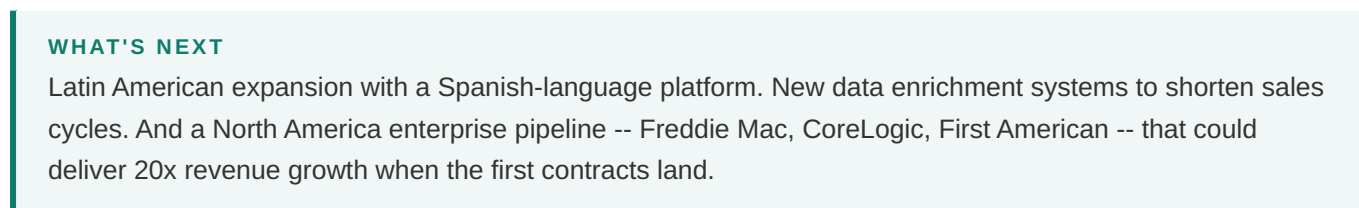
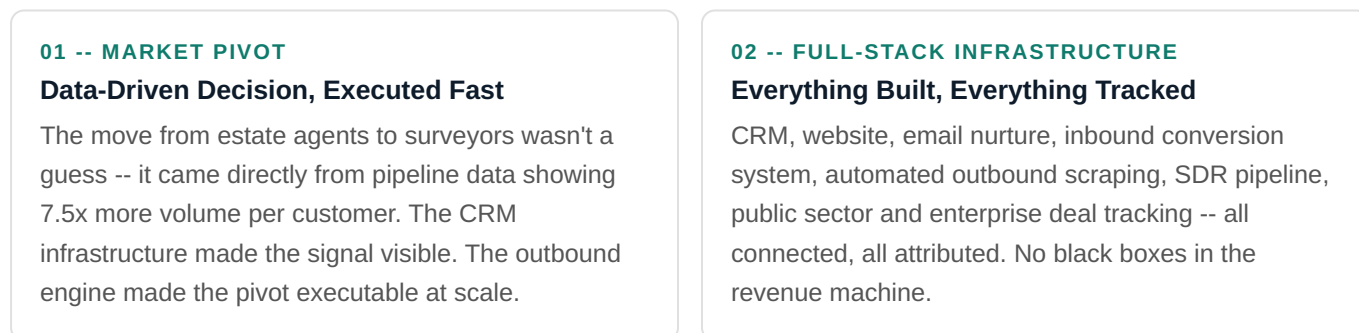
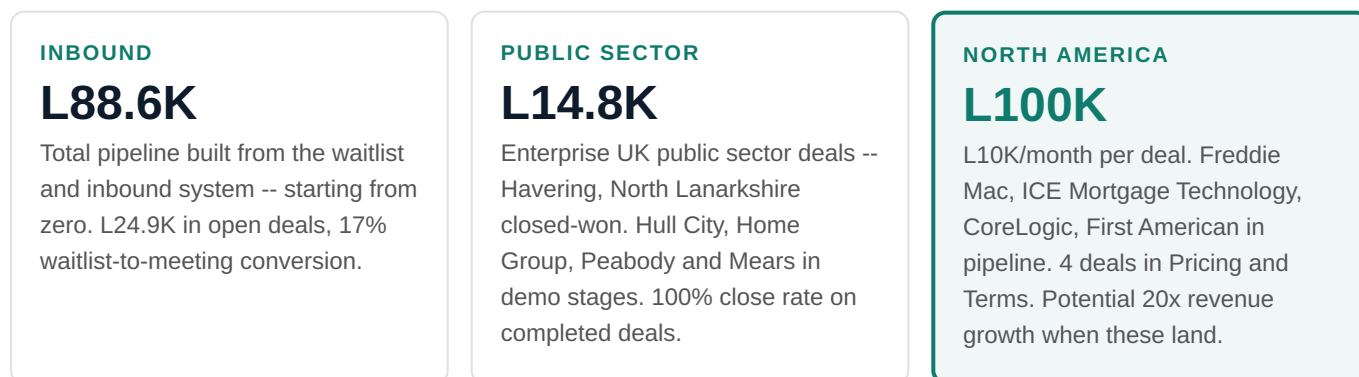
RESULTS

From Referrals to a Multi-Channel Revenue Engine

Twenty months in, Vuabl has four times the revenue, three active pipelines, and a North America enterprise opportunity that could deliver another order-of-magnitude step-change. Here's the full picture.



THREE ACTIVE PIPELINES



Work With Slater Marketing

We build the full stack -- CRM, inbound, outbound, positioning, and pipeline -- for startups and scale-ups that need more than a freelancer but want to move faster than an agency.

EMAIL

will@slatermarketing.co.uk

WEBSITE

slatermarketing.co.uk

LINKEDIN

[Will Slater](#)