



How Graduate Fasttrack saved time prospecting for B2B leads and generated new revenue with Cognism

GRADUATE FASTTRACK

THE COMPANY

Graduate Fasttrack has been a market-leading graduate recruiter since 2003, helping thousands of graduates find their ideal job within sales and recruitment. Headquartered in London, the company specialises in placing exceptional graduates with 0-3 years' experience into roles across the UK.

Graduate Fasttrack works with an extremely broad client base, ranging from dynamic tech startups through to FTSE 100 businesses.

THE CHALLENGE

Ciaran North is the Head of Business Development at Graduate Fasttrack. He explained the problems that his business faced. "The main issue we had was in the amount of time it was taking us to prospect for leads and find new customers. Our approach was very basic and ad-hoc: we were jumping on websites and trawling LinkedIn trying to identify potential clients. Obviously, that's not a very efficient or scalable system!"

"The question we asked ourselves was: how can we reduce the amount of time we're spending on lead prospecting? That's when we started looking for a tech-based solution."

THE SOLUTION

Graduate Fasttrack investigated several business development tools, but they quickly zeroed in on Cognism. "It was such an easy choice for me," Ciaran says. "After one half-hour demo, I understood how Cognism worked and what it could do for us. I thought it was a very efficient, clean and user-friendly piece of software."

After becoming a customer, Graduate Fasttrack was put through Cognism's seamless onboarding process. "We were using the tool within days of being onboarded," Ciaran confirms. "Cognism's Customer Success team was on hand whenever we had a question. They gave us feedback and advice for targeting companies and running campaigns. I was really impressed with the level of care and dedication they showed towards us."

Ciaran was also impressed with the analytics that Cognism provides. "We were able to track how our campaigns were doing over time. We could track read rates, click rates, reply rates, and that was very useful for us. We hadn't had that kind of awareness before Cognism."

THE RESULTS

Ciaran's team used the Cognism platform to source best-fit prospects and contact them with targeted, multi-step email marketing campaigns. "The results were frankly astonishing," continues Ciaran. "9 weeks into using Cognism, we'd had a return on investment. It was incredibly rapid in terms of providing revenue for us."

Graduate Fasttrack saw an upswing in the one metric that mattered to them. "The main benchmark we look at in Business Development is the number of meetings booked. Since using Cognism, the number of meetings rose to 3.8 per week, which we thought was too good to be true and wouldn't last! We were proved wrong very quickly."

"From those meetings, we secured several paying customers over the first 3 months of working with Cognism. So I can say that Cognism has had a very positive impact on our growth for this year."

Ciaran sums up the number one benefit that Cognism has brought to his working life. "It's freed up so much time," he enthuses. "Half of my week used to be spent prospecting for leads. Now, Cognism does it in seconds!"

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Ciaran North,
Head of Business Development