



# Revolutionizing Lead Generation for Beam



## Introduction

Beam is an easy-to-use financial platform whose mission is to empower builders with better financial tools and services. One of the ways they grow their business is through cold outreach to contractors. When expensive lead lists yielded poor results, Beam turned to Shovels. Shovels' ability to provide high-quality, regularly updated leads proved to be a game changer for Beam's outreach efforts.



**130M+**

Building permits analyzed monthly.



**20-30%**

Increase in contractor engagement.



[www.shovels.ai](http://www.shovels.ai)



1-800-511-7457

## BEAM'S STORY



Most homes and infrastructure are managed by small to midsize contractors, yet they've been underserved by financial software. Many still rely on outdated methods like paper checks and 90s-era spreadsheets, resulting in error-prone payment processes and cash flow challenges.

Beam's easy-to-use financial platform is built to serve the needs of small and mid-sized contractors to help them move their processes online, speed up payments, and better manage their cash flow. In order to acquire new customers, Beam relied on cold outreach as one of their strategies. This proved to be challenging - lead lists were expensive, often contained information about companies and contractors no longer in business, and had no information on specific projects the business was engaged in or its recency.

Beam therefore resorted to looking up contractor information on the Contractors State License Board (CSLB) public database, and this yielded a massive list. As a result, the yield rate from cold outreach was poor and the return on investment of time and effort was very low. Beam sought a better solution to high-quality lead generation, and found that Shovels had the perfect solution to their challenge.

## HOW BEAM USED SHOVELS



Once Shovels became an integral part of Beam's cold outreach strategy, their outreach efforts underwent a significant transformation. For instance, when the latest weekly data from Shovels listed a contractor who had pulled an ADU permit in the past month, the Beam team would swing into action and promptly reach out to the prospect using the contact information provided in the data feed. They would then establish rapport with the potential customer by citing an example of another customer who also constructs ADUs, whom they had assisted in achieving cost savings and efficiency. This type of timely, personalized outreach helped Beam earn trust and sign up new customers, eventually proving to be a game changer.

## WHY BEAM CHOSE SHOVELS

Shovels analyze over 100M building permits to help customers with lead generation by offering a comprehensive and filterable database tailored to the construction sector, adding between 5 and 10 million new permits nationwide every month. Raw permit data is cleansed, parsed, granularly categorized, and enriched with other data such as contractor profile information through cross-referencing multiple data sources.

Shovels' ability to deliver high-quality data containing detailed information including the type of permit filed, the date of filing, the profile of the contractor who applied for the permit, and the permit fees paid made the company's offering stand out. Top-notch customer service during the sales and onboarding process sealed the deal for Beam.

Shovels enabled Beam to efficiently and cost-effectively generate a lead list, personalize their messaging, and reach out at the right time to prospects, thus scaling their cold outreach and providing a significant edge to grow their business.



## The Results

Integration of Shovels data in Beam's cold outreach strategy resulted in higher likelihood of contractor engagement. Not only was Beam able to save time and effort by only reaching out to those contractors who had recently applied for a permit, they were also able to win new customers at a higher rate through personalizing their outreach efforts and reaching prospects at the beginning stages of a new project.

01

Beam saw a 20-30% increase in contractor engagement during cold outreach.

02

Beam was provided with high-quality, detailed, and regularly updated lead data.

03

Beam was able to target active contractors, saving them time & boosting new customer acquisition.

The periodic data updates from Shovels also helped fill Beam's sales pipeline with prospects and helped the Beam team nurture awareness which subsequently transformed to consideration and high purchase intent among their target customers. The data also informed Beam about contractors' other projects and key metrics like inspection pass rates, opening doors to future business opportunities.

## Ready to revolutionize your outreach strategy?

Connect with our team today to explore how Shovels can empower your business. Whether it's the contractor and permit data or solutions to uplevel your go-to market strategy and software, Shovels is your partner in navigating the complexities of the construction industry.

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