



CASE STUDY · GERMANY MARKET ENTRY · CLIENT ANONYMIZED

13 meetings. One campaign.

A market opened from a standing start.

One of the Nordics' most exciting tech startups wanted to enter Germany. No local presence, no network, no warm introductions. BluePilot filled the Germany trip and the calendar for the industry's leading trade fair in a single campaign.

13 + 1

Meetings booked + open booth invitation

648

Dials made

73

Real conversations

18%

Conversations converted to meetings

CLIENT

Nordic deep-tech startup (anonymized)

MARKET

Germany

SEGMENTS

Infrastructure, surveying authorities,
environmental & research organizations,
trade-fair exhibitors

PERIOD

July – August 2026 · completed

THE CHALLENGE

The hardest version of market entry

This was not a warm market waiting for a call. Three factors made it a stress test for outbound:

Zero starting point

No German presence, no references in the market, no existing network. Every door had to be opened cold.

Public-sector targets

Surveying authorities, state agencies and research organizations: switchboards, formal routing, and procurement rules instead of direct lines.

Hard-to-reach decision makers

Getting a decision maker on the phone took ø 8.9 attempts. Most outbound gives up long before that. We treated every unanswered dial as one step closer.

THE RESULT

A full meeting calendar, on two tracks

13

13 meetings booked from a standing start. Germany trip and fair calendar full.

Ten on-site and three digital meetings, plus an open exhibitor booth invitation. The first meeting was already held during the campaign, and the on-site tour was fully scheduled at handover.

The numbers behind the calendar

One campaign, two tracks, every dial documented.

163

Organizations Targeted

310 individual contacts

648

Call Attempts

ø 4.0 per organization

73

Real Conversations

45% of target organizations

52

Emails Sent

Supporting touchpoints

13

Meetings Booked

10 on-site + 3 digital

18%

Conversation to Meeting

Nearly 1 in 5 conversations booked

ø 8.9

Attempts needed to reach a decision maker

18%

Of real conversations ended in a booked meeting

19.3 days

Ø first contact to booked meeting (ø 3.2 calls)

Two tracks, thirteen meetings

The pilot track opened the qualified accounts for the Germany trip. When the calls revealed a second route into the market, we took it.

TRACK 1

Germany trip & pilot accounts

6 meetings

Qualified public-sector and infrastructure accounts, prepared for the client's on-site tour:

- Two state surveying authorities, one of which proposed the on-site meeting itself after a single email
- A major international airport, qualified within one call via an internal referral chain
- Three digital meetings, including two energy-grid companies from a segment discovered during the campaign

TRACK 2 · ADDED MID-CAMPAIGN

Trade-fair sprint

7 meetings + 1 booth invitation

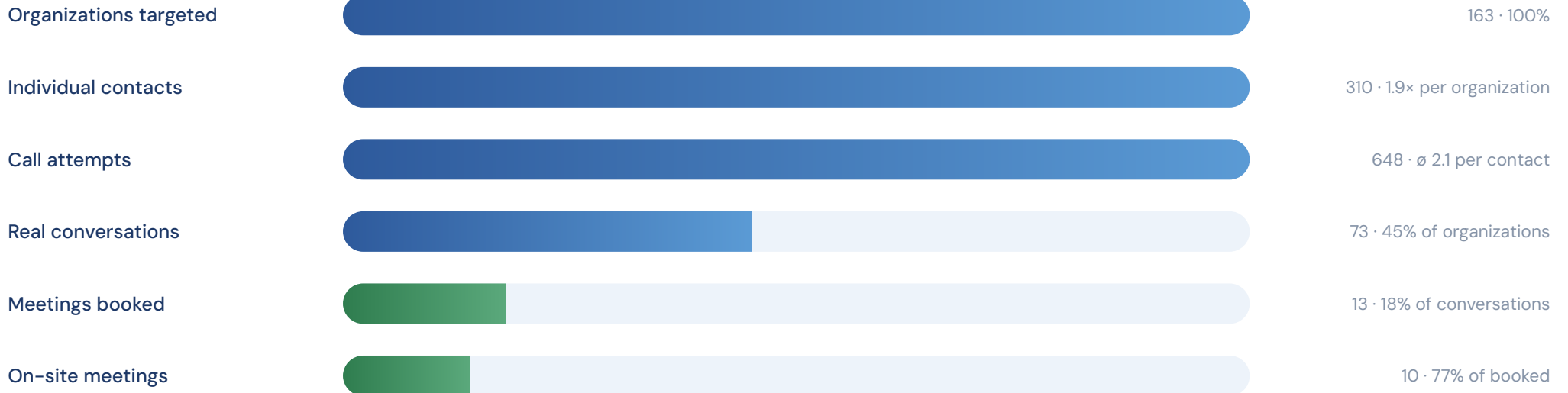
When calls revealed the sector's leading trade fair as the market's central gathering point, we extended the target list to its exhibitors and booked a nearly complete fair schedule within days, at marginal extra effort:

- 9 exhibitor accounts engaged across sensors & imaging, geospatial data and energy infrastructure
- 7 fixed fair meetings covering the full value chain
- +1 open booth invitation for the client's team

CONVERSION

The funnel, end to end

From target organizations to booked meetings, pilot track and fair sprint combined.



Outbound done right doesn't just book meetings. It returns a market map: who decides, what blocks a deal, where the product wins, and which segments to build next.

The BluePilot approach, demonstrated in one campaign

What the client got besides a full calendar

Every dial was documented. The result is not just a meeting schedule but a validated market map the client's team can sell against.

A documented, repeatable way in

Public-sector switchboards rarely connect a first call, but they reliably forward an email to the right desk, and that email gets answered. A subject line stating the product's core capability in one precise phrase earned direct replies from decision makers. One state administration answered within two days and proposed the on-site meeting itself. Once a conversation was live, a booking followed after ø 3.2 calls.

An ICP drawn from rejection data

13 of 14 recorded rejection reasons were structural: tender cycles, project areas outside the product's sweet spot, or simply the wrong company type on the list. Only one concerned the product itself, and it was settled in the call with performance data. That precision defines exactly where the offer wins: a recurring, mid-size niche that established solutions leave open.

Channel economics, quantified

Cold outreach cost ø 8.9 attempts per decision maker. The trade-fair sprint converted 9 exhibitor accounts into 7 fixed meetings within days. The conclusion: this is a small, networked market that meets in person. The campaign identified its gathering points, working groups and multipliers by name for the client.

Two growth segments the client didn't know it had

Five contacts independently recommended targeting cities: smaller areas, lighter procurement, and a proven coverage gap. In parallel, an energy-infrastructure cluster emerged unprompted, with three grid-sector companies reaching the meeting stage. Neither was a core segment at kickoff. Both earned their place through the data.

Your market. Opened.

From target list to a full meeting calendar, including the market intelligence to convert it. That's what BluePilot delivers for companies entering the German-speaking market.

Talk to us



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