

How Foundry boosted attendance 20-25% by filling the gaps Apollo.io couldn't

Key metrics

By working with YourICP and purchasing accurate contact information, Foundry made significant improvements to their campaigns and outreach.



20-25%

Event attendance increase

"We've seen a 20-25% increase in attendance since moving to YourICP. When you're running hundreds of events a year, that kind of consistency is the difference between hitting our goals and scrambling to fill seats."

-Foundry's Director of Events

FOUNDRY

CHALLENGES

Running 250+ executive roundtable events annually across the globe, Foundry faced a critical problem: empty seats. Their events required full attendance to deliver value, but their outreach strategy was falling short. They relied on Apollo.io to pull attendee data, then had their call center reach out to prospects within a 75-mile radius. However, Apollo couldn't provide mobile numbers or accurate contact information, forcing them to chase outdated records and watch attendance numbers drop.

SOLUTIONS

YourICP stepped in to enrich their existing attendee lists with the data Apollo.io couldn't deliver: verified emails, mobile numbers, direct dials, and LinkedIn profiles. We fixed inaccurate contacts and expanded their reach to include both prior attendees and net new prospects within their ICP. No bulk credits. No upfront commitments. Just a customizable, pay-per-record model with full invoice approval.



DiscoverICP



Professional Services

RESULTS

Higher connect rates

Higher connect rates to existing contacts, smarter outreach to previous attendees, and a steady pipeline of net new prospects, all without the limitations of credit-based pricing.

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20-25% increase in event attendance

Attendance rates jumped 20-25% from a combination of better re-engagement with past attendees and successful outreach to new targets. More full tables. More satisfied sponsors. More events that actually deliver.

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