

# Kensington Sales Group Case Study Hyperion Partners



**4.5X TOTAL  
ROI IN 12  
MONTHS**



**>5000  
TARGET  
ACCOUNTS**

**KENSINGTON  
SALES GROUP**

## CHALLENGES



Hyperion needed help increasing FirstNet (The First Responder Network Authority) customer base in public safety agencies. Their TAM included all public safety agencies, county agencies, and local government officials.

## SOLUTIONS



Kensington Sales Group conducted a year-long email and phone campaign to reach Law Enforcement, Fire & Rescue and EMS agencies to qualify and pitch them on FirstNet.



**Outbound  
Calling**



**Email Marketing  
Campaigns**



**Market Research**

## RESULTS



**1**

### Increased Pipeline & Realized Revenue

Pipeline over \$300k after 6 months  
Realized revenue of over \$60k in first 90 days

**2**

### Increased Awareness

Contacted over 5000 different agencies, including Police Departments, Sheriff's Offices, Fire Departments, EMS Agencies, PSAPs, & Emergency Management Agencies

**3**

### Additional Benefits

Conducted a large scale market research campaign to determine additional pain points to better inform future marketing efforts

