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To Whom It May Concern,

As one of the leading manufacturers of motor oils in the European market, we always strive to scale up and conquer new markets and distribute our high-quality products in various regions. We decided to try a lead generation service from Addlium to help find new dealers for our two product lines.

First to note, the team offered a method which we have never used before - LinkedIn lead prospecting, and the results were not long in coming. We started receiving the first contacts interested in our offers from the very first week. Due to outsourcing lead generation service, we managed to reduce up to 20% of the time for our sales department on the research and primary leads processing and invest it directly in sales.

Also, we delegated social media management and promotion of both our product lines to Addlium. We get full content support for brands' pages on Facebook, Instagram and LinkedIn, which includes content planning, creation, posting and overall brand media packaging. Our managers are involved in the process by giving approvals for texts and creatives.

I would like to say "Thank you" to Dmytro Suslov and the team for clear processes and professional work and gladly recommend Addlium for cooperation.

Artur Kolts,
Head of Export Department at Duran Lubricants & Chemicals GmbH

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