TAF!26 · B2B ACTIVATION EFFECTIVENESS

Biznes egasi dam olish kunini qanday oʻtkazadi?

How an emotional insight turned a trade automation platform into measurable B2B action: leads, SQLs, subscriptions and long-term value.

April–June 2026 · 5M+ reach · 1,000+ leads · 100 subscriptions

---

ACTIVATION SNAPSHOT

A full B2B activation system. without talking about dashboards

The campaign was built to move business owners from recognition to action, then from SQL to paid monthly subscription.

5M+
total reach in Q2 activation window

1,000+
leads from Meta, website and Telegram

32%
qualified by SQL rules

100
new paid subscriptions

650M
UZS potential 13-month value

TASK & KPI

Reach the Q2 sales target after launching new iBox tariffs.

The new tariff matrix was designed for different trade-business segments. The campaign had to activate those segments fast and convert them into paid subscriptions.

100
target new ICP companies in Q2

300+
minimum new paid subscriptions expected, because each company needs at least 3 users

Measured by

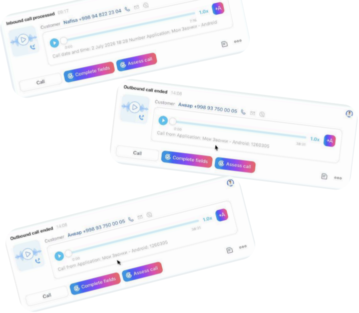
Reach, leads, SQL share, subscriptions, monthly recurring payments and potential customer value.

The product was useful, but activation was not strong enough.

iBox was usually explained through rational benefits: stock, control and reports. That helped understanding, but it did not create a strong enough commercial push for the Q2 target.

PREVIOUS 3-MONTH RUN-RATE	
Leads	**~450–540**
Sales	**~24–30**
Sales process	**One seller end-to-end**

Q2 ACTIVATION TARGET	
Activation goal	**1,000+ leads**
Sales goal	**100 subscriptions**
Process need	**Faster qualification**


Inbound call processed 09:17
Customer Nafisa +998 94 822 23 04
Call date and time: 2 July 2026 18:28 Number Application: Мои Звонки - Android
1.0x
Call
Complete fields
Assess call
Outbound call ended 14:08
Customer Анвар +998 93 750 00 05
Call from Application: Мои Звонки - Android: 1260305
1.0x
Call
Complete fields
Assess call
Outbound call ended 14:08
Customer Анвар +998 93 750 00 05
Call from Application: Мои Звонки - Android: 1260305
1.0x
Call
Complete fields
Assess call

Owners did not speak only about profit. They spoke about lost time.

1. Existing clients valued iBox because it reduced their daily operational pressure.
2. Potential clients struggled with cash, stock and reporting, but the deeper pain was being tied to the business.
3. The strongest emotional benefit was freedom: more time for family, rest and growth.

From selling features to activating a real owner pain.

Instead of leading with dashboards and stock control, we led with a question every owner could answer emotionally.

Recognize
Make owners see their own lost weekends.

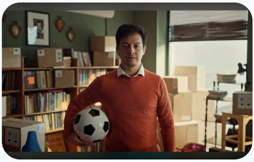
Educate
Warm interested leads through business content and product explanations.

Convert
Use SQL filtering and focused sales to turn interest into subscriptions.

“How does a business owner

spend a day off?”

Three films dramatized three business realities: cash, reporting and warehouse control. The owner wants to rest, but the business pulls him back.



Link

Link

Link

---

ibox

ACTIVATION FLOW

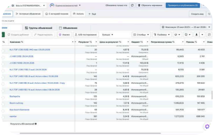
The idea did not stop at the videos. It moved through the funnel.

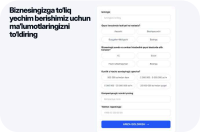
1. Paid & social video
Created recognition around the owner’s lost time.

2. Blogger reposts
Added trust and business-audience context.

3. Website, Meta forms & Telegram
Captured leads and warmed them with useful business content.

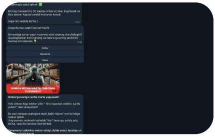
4. Sales team
Qualified leads by SQL rules and converted them into subscriptions.





Biznesingizga to‘liq yechim berishimiz uchun ma’lumotlaringizni to‘ldiring

ARIZA QOLDIRISH →



Ungacha esa vaqtni boy bermaylik.

Ombor

Qarzdorlik

Kassa

KUNIGA NECHA MARTA OMBORGA YUGURASIZ?

Omborga kuniga necha marta yugurasiz?

---

ibox

SALES CONVERSION LAYER

We redesigned the sales workflow to convert interest faster.

BEFORE

One salesperson handled everything.

From first contact to qualification, explanation and closing. This slowed down response and made lead quality harder to manage.

DURING Q2 ACTIVATION

SDR + Account Manager split.

One team filtered by SQL rules. Another focused only on selling and turning qualified needs into paid subscription.

> **Scripts shifted from “what iBox features do” to “where your business loses time: cash, stock or reports.”**

Q2 results show the campaign moved people from attention to paid subscription.

5M+ reach

1,000+ leads

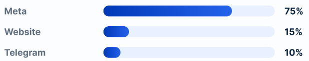
32% SQL / qualified

100 paid subscriptions

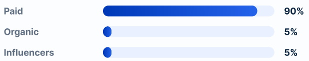
300+ minimum paid users

50M UZS monthly payments

Lead sources



Reach mix



The activation window

outperformed the previous 3-month run-rate.

PREVIOUS 3 MONTHS	
Leads	**~450–540**
Sales	**~24–30**
Process	**Single seller flow**

Q2 ACTIVATION	
Leads	**1,000+**
Sales	**100**
Process	**SQL + Account team**

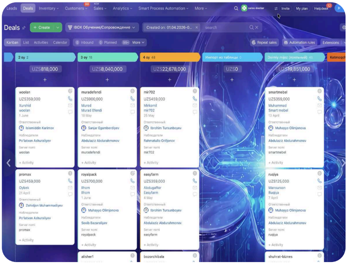
~2x
lead volume vs previous 3-month run-rate

3.3–4.1x
sales growth vs previous 3-month run-rate

---

100 subscriptions created recurring revenue, not one-time interest.

The Q2 sales created approximately 50M UZS in monthly payments. With a 13-month average customer lifetime, this equals 650M UZS in potential customer value.


Leads
Deals
Inventory
Customers
88
NEW
Sales
Analytics
Smart Process Automation
More
sales doctor
Invite
My plan
Helpdesk
12
Deals
+ Create
IBOX Обучение/Сопровождение
Created on: 01.04.2026-0...
search
Kanban
List
Activities
Calendar
0 Inbound
0 Planned
99+ More
Repeat sales
Automation rules
Extensions
2 oy 2
UZS818,000
3 oy 15
UZS8,040,000
4 oy 48
UZS22,678,000
Импорт из таблицы 0
UZS0
Doimiy mijoz (лояльный) 45
UZS19,851,000
Ketmoqch

woolan
UZS359,000
Xurshid
woolan
1 June
Ответственный
Islomiddin Karimov
Наблюдатели
Po'latxon Ashuraliyev
Server nomi
woolan
+ Activity

promax
UZS459,000
Oybek
21 April
Ответственный
Zohidjon Muhammadiyev
Наблюдатели
Po'latxon Ashuraliyev
Server nomi
promax
+ Activity

muradefendi
UZS900,000
Murod
Murad Efendi
18 May
Ответственный
Sanjar Egamberdiyev
Наблюдатели
Abdulaziz Abdurahmonov
Server nomi
muradefendi
+ Activity

royalpack
UZS700,000
Ilhom
Ilhom
1 June
Ответственный
Muhayyo Olimjonova
Наблюдатели
Soxib Bazaraliyev
Server nomi
royalpack
+ Activity

alisher1

mir702
UZS459,000
Mirkomil
mir702
25 May
Ответственный
Ibrohim Tursunboyev
Наблюдатели
Rahmatullo Orifjonov
Server nomi
mir702
+ Activity

easyfarm
UZS359,000
Abdugaffor
Easyfarm
4 May
Ответственный
Ibrohim Tursunboyev
Наблюдатели
Abdulaziz Abdurahmonov
Server nomi
easyfarm
+ Activity

bozorchibala

smartmebel
UZS359,000
Muhammad
Smart mebel
13 April
Ответственный
Muhayyo Olimjonova
Наблюдатели
Abdulaziz Abdurahmonov
Server nomi
smartmebel
+ Activity

ruqiya
UZS125,000
Mansurxon
Ruqiya
7 April
Ответственный
Muhayyo Olimjonova
Наблюдатели
Abdulaziz Abdurahmonov
Server nomi
ruqiya
+ Activity

shuhrat-biznes

The campaign worked because creative, education and sales were aligned.

1. Emotional recognition

Owners saw their own lost time, not just a product ad.

2. Lead warming

Telegram and website content turned curiosity into business understanding.

3. Sales specialization

SQL filtering and account managers converted relevant demand faster.