CASE STUDY

Global Process Automation (GPA) Accelerates Pipeline Growth Through Precision Lead Generation

FACTUR

gpa

Discover how Factur helped GPA generate multimillion-dollar opportunities, win the largest project in company history, and build a stronger pipeline through targeted outbound outreach.

Service Offering
Automation & Systems Integration

Industries Served
Industrial Automation

Solution Provided
Lead Generation

Company Overview

Global Process Automation (GPA) is a full-service engineering and technology development firm specializing in automation and systems integration for manufacturing environments. The company delivers custom-engineered solutions for industrial applications that often involve complex requirements, technical decision-making, and long sales cycles. Maintaining a consistent pipeline of qualified opportunities is critical to supporting long-term growth in these markets.

The Challenge

GPA needed a more consistent way to generate new business without pulling internal teams away from engineering and customer work.

While the company had strong technical capabilities, increasing visibility within manufacturing markets and consistently reaching the right buyers required additional outbound capacity. GPA wanted a more scalable approach to prospecting and pipeline development that could support continued growth.

The Solution

GPA partnered with Factur to support lead generation and business development efforts focused on manufacturing and industrial accounts. Factur identified target accounts and key contacts, then executed outbound campaigns designed to consistently engage industrial decision-makers and generate qualified opportunities.

Initial efforts focused primarily on email outreach. As the engagement expanded, outbound dialing and additional follow-up strategies were introduced to increase engagement and keep opportunities moving through the pipeline.

This approach allowed GPA's internal team to remain focused on customer relationships, engineering work, and project execution while Factur managed ongoing prospecting and top-of-funnel business development activities.

Results

Within two months of partnering with Factur, GPA received a purchase order tied to the largest project in company history, a significant milestone in an industry where sales cycles commonly take a long time.

Over the course of 2 years, Factur helped GPA generate new customers, expand pipeline opportunities, and support measurable business growth through consistent manufacturing-focused outreach.

20–25%
OPPORTUNITIES AT MULTIPLE LOCATIONS

7
NEW OPPORTUNITIES GENERATED

5
NEW CUSTOMERS ACQUIRED

$4M
IN WON BUSINESS

> **In our industry, the life cycle can be 6–18 months, from meeting somebody...to proposing a project. Within two months we received a purchase order... the biggest project GPA's ever received.**
>
> Global Process Automation (GPA)

Ready to Build Your Lead Engine?

Factur is a growth agency built specifically for manufacturers. We help industrial suppliers and service providers build stronger pipelines through business development, lead generation, and marketing strategies tailored to the manufacturing industry.

From outsourced prospecting to long-term pipeline development, Factur helps manufacturers connect with the right buyers while their teams stay focused on operations, engineering, and closing opportunities.

Ready to get started? Reach out to us at **facturmfg.com** or give us a call at **317-622-8970**

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