

appegate

Supplier Story



**Rapid Fire
Logistics**

RAPID FIRE ATTRIBUTE 85% OF REVENUE TO APPLLEGATE

Rapid Fire Logistics are a young and growing, UK-based Freight and PPE supplier that have experienced huge growth as a result of becoming part of the Applegate Supplier Network.

Incorporated in 2019 with a modest amount of capital funding, it turned to Applegate for lead generation. They needed a partner that could deliver leads so that they can focus on what they do best.

Three months on, it's clear Applegate have delivered.

3

MONTHS WITH APPLLEGATE

417

ENQUIRIES

1137

MESSAGES WITH BUYERS

CRAIG EDDY, MANAGING DIRECTOR OF RAPID FIRE LOGISTICS

It's been a matter of months with Applegate and Craig Eddy, Managing Director, is clear about the results:

"85% of our total revenue in the last three months has come from Applegate.", explains Craig.

"It was a great feeling, when I speaking on the phone to their marketing team. We had an email from the NHS who have come back to us again, having found us on Applegate originally.

"We're building ongoing relationships and winning business that we wouldn't have had without Applegate."



85%

OF REVENUE COMES FROM APPLLEGATE BUYERS

APPLEGATE AREN'T AN OLD NAME IN THIS FIELD

Applegate are no stranger to sales and lead generation. Having grown the number of markets it works in year after year. With freight, things are working even better than anticipated.

“I’ve been in the logistics game for a long time. I’ll often get asked by my industry colleagues where I found a client. Applegate really are shaking things up when it comes to lead generation in the freight industry. They’re a new name for the sector, proving themselves with the leads and results they’ve delivered for us,” added Craig.

INDUSTRY



LOGISTICS

COMPANY SIZE



SME

LOCATION



UK-BASED

“IT’S A GREAT CONCEPT THAT HAS REVOLUTIONISED OUR BUSINESS”

In the coronavirus pandemic, Applegate played its part – with some of the nation’s biggest household names looking to source PPE and other essential items. From supermarkets to superhero carers, members of parliament and essential businesses. Millions of items were despatched via its procurement platform.

“Our logistics expertise gave us a firm footing for supporting with the supply and distribution of PPE. When Applegate expanded to support this market, it was a no-brainer for us. We upgraded our membership in order to be able to quote on these enquiries and won one our biggest PPE orders through their procurement platform from which we continue to get repeat enquiries.”

The Applegate Supplier Network and the way in which buyers are allocated is driven by Artificial Intelligence. When it comes to lead generation, as you grow, you can opt to increase the types of leads you’ll receive.

“I recommend Applegate to everyone. It’s a great concept that has revolutionised our business,” Craig concluded.

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