

How Drew's 34 Person Team Tripled Bookings and Cut Ad Spend by 20–30% With WAVV

Challenge

Before using WAVV, Drew's team relied on their CRM's built-in phone using one shared phone number for outreach. That number would burn out and get flagged as spam fast—sometimes within three days—which crushed performance. On a good day, their connection rate was only 2.5–3%.

Meanwhile, demand was growing. They were generating 4,000–8,000 leads per month, but only converting that into 800–1,200 sales calls. This meant that thousands of leads were “baking” in the CRM without real engagement.

The team wasn't short on leads. They were short on actual contact and as a result, revenue was getting left on the table.

Solution

Drew's team chose WAVV for a few key reasons:

- Spam protection and clear visibility into number health
- Friendly, easy UI for operators and setters
- Better STIR/SHAKEN attestation outcomes (registered numbers landing at higher trust levels)
- Local presence
- Affordable phone numbers compared to other platforms
- Smooth integration with their CRM, GoHighLevel

Onboarding was straightforward. Drew worked closely with an AE, who provided quick guidance and made setup simple and not a “time suck,” even for teams that don't love integrations.

“As of Friday of last week, our connection rate was at 12%.”

Results

When Drew and his team switched to WAVV, they immediately saw a pickup rate increase from 3-12% and bookings per setter nearly tripled. They started receiving inbound callbacks. This success resulted in even more success:

- The team had a 20–30% reduction in overall ad spend (their biggest monthly operating expense)
- One setter hit a personal weekly record: 42 sets in a week (up from 15–16 previously)
- Daily conversations per setter went from 7–12/day → 35+/day with no day below 35

They were the same team, same effort, with massively better reach and outcomes.

Why It Matters

Drew's team was already paying for leads. With increased dialer volume, they could work more of what they already had, generate more booked calls, and spend less on ads to hit growth goals. That directly increased profitability and created more predictable performance for the setting team.

Reduce your ad spend and increase your connection rates with WAVV. Try WAVV today.

“We were only having anywhere from 800 to about 1,200 sales calls.”