

Add zeros to every relationship

The Hidden Growth Channel™ Blueprint

We convert relationship potential into measurable revenue lift
— and we only get paid when it does.



lingqd.

Hidden Growth. Executed

Hidden Growth Is Already Inside Your Business.

We Find It, Activate It, and
Own the Outcome.

You're running a strong business. Your
team is executing, your relationships are
real, and your channel is moving product.

But revenue opportunities exist right
now — across your distributors, dealers,
and pros — and they convert when
The Hidden Growth Channel is running
behind them.

We find them. We activate them. And
we're measured on what converts.

We've already done it for some of the
largest organizations in building products.

Let's get started.

01 Growth Is Within Your Reach

02 Where Hidden Growth Lives

03 How the Engine Works

04 Four Growth Plays

05 A Trusted Partner

06 What Happens Next

**+40
Years**
of Industry
Expertise

Connected to
3M+
Verified
Pros

Proof in
the First
30
Days

Growth Is Within Your Reach

Every successful business must do four things continuously:

- Acquire new customers and partners
- Grow existing relationships
- Retain your highest-value accounts
- Win back dormant customers

These aren't optional — they're how growth compounds.

Here's What We See

Most building products companies have millions in revenue opportunities living inside their existing channel right now:

- Dormant accounts ready to return
- At-risk customers showing early warning signals
- Untapped markets with buying intent
- Cross-sell gaps in existing relationships

These opportunities exist across systems, teams, and channel partners — and they require dedicated, systematic focus to capture at scale.

That's what The Hidden Growth Channel does.

We map your complete market, find the opportunities, execute proven plays, and own the outcome.

How We Execute:

Intelligence

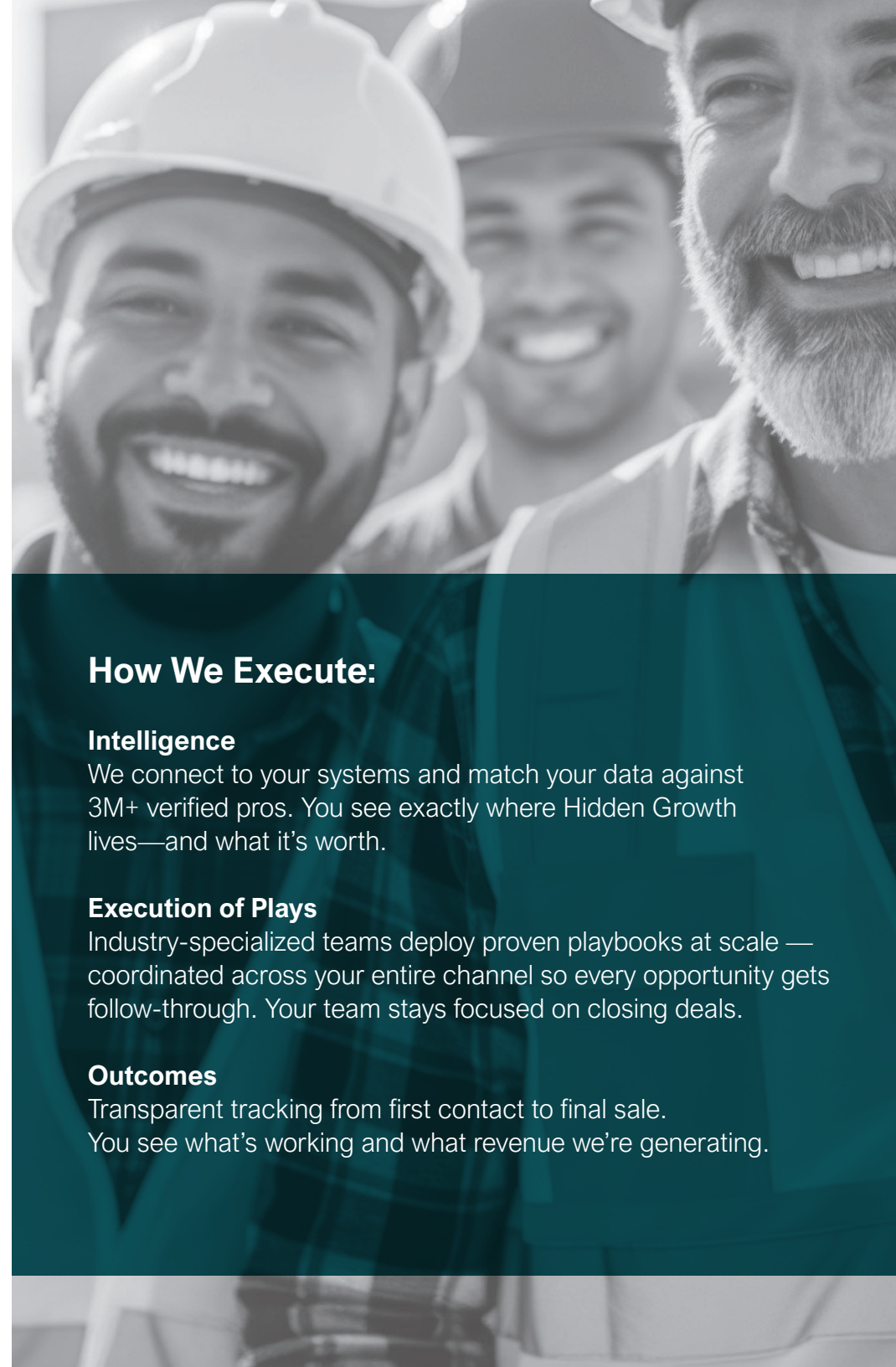
We connect to your systems and match your data against 3M+ verified pros. You see exactly where Hidden Growth lives—and what it's worth.

Execution of Plays

Industry-specialized teams deploy proven playbooks at scale — coordinated across your entire channel so every opportunity gets follow-through. Your team stays focused on closing deals.

Outcomes

Transparent tracking from first contact to final sale. You see what's working and what revenue we're generating.



We Show You Where Growth Exists—Across All Four Segments

We evaluate all four segments 24/7 and show you where the next zero is waiting.

We show you where to invest for the highest return based on:

- How much revenue is at stake across each segment
- Which opportunities are ready to move right now
- What delivers the fastest ROI given your resources
- How quickly you'll see results

Some months, Win-Back delivers your highest value. Other months, Growth or Retention opportunities rise to the top. The plays that matter change as your business evolves—but the system continuously evaluates all four.



We don't ask what your problems are. We calculate where opportunity exists within your infrastructure and show you where to invest.

The Engine **Never** Stops

How The Hidden Growth Channel delivers continuous outcomes.

INTELLIGENCE



What We Do:

- Connect all of your data into one view
- Match it against our network of 3M+ verified pros and real-time market intelligence
- Predict churn, cross-sell, and buying behavior before it shifts
- Identify where opportunity exists and when to act

What You See:

- A complete picture of your market
- Exactly where Hidden Growth lives and what it's worth
- Prioritized opportunities. What to act on now vs. next
- Clear investment direction so every dollar goes where the return is highest

ACTIVATION



What We Do:

- Execute proven playbooks refined over 40 years in building products
- Industry-specialized teams activate across every channel
- Work alongside your sales team as an extension of your business
- Plays are tailored to your business and running within weeks

What You See:

- Every opportunity gets systematic follow-through
- Your team stays focused on closing deals
- Execution happening at scale, continuously
- Scale without adding headcount

OUTCOMES



What We Do:

- Track attribution from first touch to final sale
- Measure what's working, where to double down, and what to adjust
- Feed intelligence back into the next 30-day cycle
- Continuously improve recommendations and execution

What You See:

- Real-time dashboards showing opportunities identified and activated
- Revenue generated and pipeline created
- ROI by growth play and customer segment
- Every dollar accounted for — from investment to outcome

The Hidden Growth Channel operates 24/7 as permanent infrastructure for your business. Intelligence reveals opportunity, execution captures it, and results fuel smarter recommendations for the next cycle.

Trusted by Leaders In The Building & Industrial Industry



What makes us different:

Industry-Specialized Expertise

- A team of building product specialists organized by industry vertical. They speak your language and operate as extensions of your business
- Deep understanding of how your channel actually works — from manufacturer to end customer
- Four decades of combined experience built from inside the industries we serve

Proprietary Intelligence

- Connected to 3M+ verified professionals — the industry's largest network, continuously updated
- Machine learning that identifies where opportunity exists and when to act — getting sharper with every engagement
- Proven playbooks refined across thousands of engagements that have generated millions in revenue

Outcome Accountability

- We're measured on pipeline and revenue, not clicks and impressions
- Real-time dashboards track progress toward your revenue goals
- Every dollar accounted for — from investment to outcome

The Hidden Growth Channel in Action

ACQUIRE

A lighting manufacturer grew their direct-buy program from 1,180 to 3,319 designers — with 43% converting to first-time purchasers and 54% making repeat purchases.

[Read the full story >](#)



GROW

An electrical manufacturer saw a 55% monthly order increase, 91% target response, and a 6% increase in active distributors — all through coordinated channel engagement.

[Read the full story >](#)



WIN BACK

A landscape distributor reconnected 4,336 dormant pros at \$288 per acquisition — generating \$9M in revenue from reactivated customers.

[Read the full story >](#)



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Acquire: Find and Convert New Relationships

Every business needs
systematic new customer
and partner acquisition

▶ **THE OPPORTUNITY:**

New customers, dealers, and partners are entering your market continuously. The opportunities are there — the challenge is identifying them early enough and reaching them before someone else does.

The Hidden Growth Channel surfaces who's ready to buy, where they're located, and when to engage them — then activates outreach at scale while your team stays focused on current deals.

▶ **WHAT WE EVALUATE:**

- > New business registrations, licenses, and permits in your territories
- > Prospects most likely to buy based on real behavioral and business signals
- > Market expansion opportunities in underserved geographies
- > Territory coverage — where you're strong and where there's room to grow

▶ **HOW WE ACTIVATE:**

Our industry-specialized teams run proven acquisition playbooks — personalized outreach across every channel, coordinated with your reps for qualified hand-offs. Systematic prospecting that runs continuously alongside your sales team.

▶ **TYPICAL OUTCOMES:**

- > 30-50% increase in qualified new relationships within 12 months
- > 150-300 new accounts per major territory annually
- > \$2-5M incremental pipeline value in Year 1
- > 60-90 days average time from first contact to first order

For Manufacturers

Dealer Acquisition

Dealer Acquisition — Systematic outreach to untapped dealer and contractor networks in key territories.

Find high-potential dealers — Identifying dealers by territory, trade type, and volume indicators — prioritized by who's most likely to convert.

Expand into new markets — Market expansion opportunities in underserved geographies where your brand has room to grow.

Activate and hand off — Personalized partnership outreach across every channel, coordinated with your sales reps for qualified dealer hand-offs.

For Distributors

New Customer Acquisition

New Customer Acquisition — Systematic prospecting of new contractors and pros entering your territory.

Identify new pros early — New business registrations, license filings, and permit activity matched against ideal customer profiles based on your best existing accounts.

Reach them while relationships are forming — Multi-channel outreach coordinated with your counter staff to engage new pros before buying patterns are set.

Onboard and convert — Branch-specific welcome programs, trial offers, and persistent follow-through until every opportunity is worked.

In Action:

A lighting manufacturer grew their direct-buy program from 1,180 to 3,319 designers — with 43% converting to purchasers. [Read the full story](#)



Grow: Expand Existing Relationships

Your highest-ROI growth opportunity sits with customers who already trust you

▶ **THE OPPORTUNITY:**

Your existing customers and partners represent your most efficient path to revenue growth. You've already absorbed the acquisition cost. They already trust your brand. What they need is systematic engagement that reveals additional ways you can serve their business.

The Hidden Growth Channel analyzes purchase patterns to identify category gaps, wallet share opportunities, and expansion potential within your current relationships. Then we execute campaigns that drive adoption at scale.

▶ **WHAT WE EVALUATE:**

- Purchase pattern analysis showing category gaps and cross-sell opportunities
- Wallet share estimates revealing how much spending goes elsewhere
- Category affinity modeling predicting which customers are ready to expand
- Product adoption rates and SKU penetration by customer segment
Onboarding velocity and early lifecycle behavior

▶ **HOW WE ACTIVATE:**

We design and execute category-specific campaigns, personalized recommendations, trial incentives, and education programs that systematically expand customer relationships. We coordinate across channels to ensure consistent, compelling reasons to buy more from you.

▶ **TYPICAL OUTCOMES:**

- 35-50% increase in average categories purchased per customer
- 20-35% lift in revenue per customer within 12-18 months
- 15-25% wallet share gain in targeted categories
- 2-3x improvement in purchase frequency

For Manufacturers

Deepen dealer loyalty — Cross-sell recommendations and training programs that build product confidence and expand category adoption across your dealer network.

Increase pull-through — Project-level targeting and co-branded campaigns that create end-customer demand and drive it back through your dealers.

Expand category depth — Trial incentives and specification capture programs that accelerate adoption of new product lines.

Protect share — Channel coordination and fulfillment support for complex orders that keeps business inside your network.

We align to the Pro's real-world pressures — and convert.

For Distributors

Grow wallet share — Personalized product recommendations and category introductions that expand what your active pros are buying from you.

Accelerate onboarding — Welcome sequences and education programs tailored to customer type that turn first-time buyers into repeat customers faster.

Drive larger orders — Financing awareness campaigns and proactive outreach that remove barriers on big purchases.

Deepen engagement — Behavior-triggered outreach that reaches the right customer at the right moment — not on a schedule.

Your customers are already buying. We help them buy more, more often.

In Action:

An electrical manufacturer saw a 55% monthly order increase, 91% target response, and a 6% increase in active distributors — all through coordinated channel engagement. [Read the full story](#)



Retain: Protect Your Highest-Value Relationships

Keeping customers costs far less than replacing them

▶ **THE OPPORTUNITY:**

Your highest-value customers and partners generate disproportionate revenue—but they're also targets for competitive displacement. Early warning signals indicate risk long before customers actually leave, but most businesses lack the intelligence to spot these signals and the activation capacity to intervene systematically.

The Hidden Growth Channel surfaces engagement declines, purchase pattern changes, and competitive threats before they become churn. Then we deploy retention campaigns that protect relationships proactively.

▶ **WHAT WE EVALUATE:**

- Engagement score trends showing declining activity
- Purchase frequency and recency changes
- Product category contraction or substitution patterns
- Competitive vulnerability indicators
- Service issue signals and satisfaction scores
- Lifecycle stage transitions that create risk

▶ **HOW WE ACTIVATE:**

We execute proactive retention campaigns addressing specific risk factors—whether that's service concerns, competitive pressure, or changing business needs. We coordinate with your account teams to ensure at-risk customers receive immediate, meaningful attention.

▶ **TYPICAL OUTCOMES:**

- 25-40% reduction in customer churn rate
- 3-5x ROI on retention investment vs. new acquisition
- 60% higher success rate on retention offers
- 40-50% improvement in early warning response time

For Manufacturers

Protect at-risk dealers — Proactive check-ins and customized retention offers when early warning signals appear — before the relationship erodes.

Deepen strategic partnerships — Advanced training, certification programs, and co-marketing investment that strengthen your most important dealer relationships.

Recover service issues fast — Service recovery programs and executive relationship reviews that turn problems into loyalty.

For Distributors

Catch churn before it happens — Early intervention campaigns triggered by declining purchase frequency, engagement drops, and category contraction.

Build loyalty through education — Certification pathways, product training, and continuing education that make your pros more successful and more connected to your brand.

Protect high-value accounts — Personalized retention offers and account rep coordination that give your best customers the attention they've earned.

In Action:

Ask us how we're protecting high-value accounts for manufacturers and distributors right now.



Win Back: Reactivate Dormant Relationships

Your dormant customers already know and trust you—they just need a reason to return

▶ **THE OPPORTUNITY:**

Every business has customers who used to purchase regularly but have gone quiet. These aren't cold prospects—they're proven buyers with established purchase histories who already understand your value. Reactivating them costs a fraction of new acquisition while delivering similar revenue.

The Hidden Growth Channel segments dormant accounts by reactivation propensity, identifies why they went quiet, and executes personalized win-back campaigns that systematically recover revenue.

▶ **WHAT WE EVALUATE:**

- Dormancy cohorts by recency, historical value, and customer type
- Purchase pattern analysis showing what they bought and when
- Churn reason indicators (competitive displacement, service issues, business changes)
- Reactivation propensity scoring to prioritize highest-potential recoveries
- Optimal timing and offer sensitivity for each segment

▶ **HOW WE ACTIVATE:**

We deploy proven reactivation campaigns with personalized offers designed to address the specific reasons customers went dormant. Our approach isn't generic outreach—it's intelligence-driven engagement tailored to customer history and churn drivers.

▶ **TYPICAL OUTCOMES:**

- 25-40% reduction in overall churn rate (prevention + recovery)
- \$500K-\$2M recovered revenue per branch/territory annually
- 3-5x ROI on win-back investment
- 60% higher success rate vs. cold acquisition



Win Back

For Manufacturers

Reactivate dormant dealers — Personalized win-back offers and partnership renewal incentives for dealers who've reduced or stopped purchasing.

Understand why they went quiet — Intelligence on what changed — service issues, competitive offers, or shifting business needs — so outreach addresses the real reason.

Coordinate with your field team — Multi-channel reactivation campaigns coordinated with your regional sales teams for qualified re-engagement.

For Distributors

Reconnect lapsed customers — Segmented win-back campaigns by branch, tailored to dormancy reason and customer value.

Make the right offer at the right time — Personalized outreach based on purchase history, churn drivers, and reactivation signals — not generic discounts.

Follow through until they're back — Multi-touch sequences across every channel with branch coordination for high-value account hand-offs.

In Action:

A landscape distributor reconnected 4,336 dormant pros at \$288 per acquisition — generating \$9M in revenue from reactivated customers. [Read the full story](#)

Hidden Growth Is Already Inside Your Business.

You've built the relationships.
You've built the channel.

The revenue is there across your dealers, distributors, pros, and customers. It just needs a system designed to find it and convert it.

The Hidden Growth Channel finds it, activates it, and is measured on results. Not activity.

Here's what happens next:

- **Days 1-3: Discovery & Intelligence Building**
We unify your data, map your channel, and calculate opportunity across all four growth plays.
- **Days 4-7: Your Hidden Growth Channel Report**
We surface and rank opportunities across your entire channel—clearly showing what to activate first.
- **Days 9-14: Building & Launching Activation**
We deploy the plays that matter most and start generating measurable results.
- **Day 15+: Measurement & Improvement**
We measure what worked, refine the approach, and repeat the cycle with even better intelligence.

Growth is within your reach. Let us show you where.

Your opportunities exist right now. Let's reveal and activate them.



Let's Talk

Schedule a 30-minute conversation:

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