

How DealJourney CRM built credibility and social proof through BusinessWith

From zero visibility to a steady flow of high-quality leads in a competitive CRM market

DealJourney CRM was founded with a clear ambition: to build a modern CRM tailored for the Nordic market, combining strong product capabilities with a deeply user-centric approach.

But like many newly launched, bootstrapped companies, they faced a fundamental challenge. How do you get in front of the right buyers without the budget to compete with established players?

By partnering with BusinessWith, DealJourney CRM found a scalable way to generate visibility, attract high-quality leads, and build a meaningful share of their revenue pipeline from day one.

About DealJourney CRM

DealJourney CRM is a Nordic CRM provider with operations across Denmark, Sweden, and Norway. Built by experienced founders with deep industry knowledge, the company focuses on delivering a CRM solution tailored to the needs of small and midsize businesses. Their core differentiation lies in combining strong product capabilities with local market understanding, ensuring both usability and relevance across different Nordic markets.

The Challenge: Building visibility without budget in a saturated market

Launching a new CRM company comes with inherent challenges, especially in a category described as a “blood red sea” where most companies already use or are familiar with CRM systems.

DealJourney CRM faced several key obstacles:

- **Limited budget and resources**
As a bootstrapped company, the founders relied on personal savings and operated without salaries, making efficient allocation of resources critical.
- **Low visibility in a crowded market**
Despite having a strong product, they struggled to “make enough noise” to reach potential customers.
- **Difficulty reaching the right buyers**
Traditional channels like social media required significant time and effort, with uncertain results.
- **Competing against established global players**
Entering a market dominated by companies like HubSpot and Salesforce required both visibility and credibility.

As one of the founders described it:

“We feel like we’ve baked fresh bread, but we can’t make the smell go far enough.”

The solution: A shortcut to visibility and high-intent demand.

To overcome these challenges, DealJourney CRM partnered with BusinessWith.

At the center of the collaboration was SystemGuiden, a data-driven platform that connects buyers with relevant software solutions based on their needs.

This allowed DealJourney CRM to:

- Gain immediate visibility among in-market buyers
- Reach decision-makers actively searching for CRM solutions
- Avoid the inefficiencies of broad, untargeted marketing efforts

Instead of relying on time-intensive channels like LinkedIn or expensive paid acquisition, BusinessWith provided what the team described as a “**shortcut**” to both visibility and demand generation.

How It Works in Practice

When a company searches for a CRM solution through BusinessWith, they go through a structured discovery process where their needs are defined and clarified.

Based on this:

- DealJourney CRM is presented as a relevant option alongside established competitors
- Buyers are matched based on fit, size and needs, not just visibility
- Customer reviews, social proof and positioning help validate the choice

This creates a unique advantage.

Even as a new and relatively unknown player, DealJourney CRM is placed directly in competitive consideration, often next to well-established brands.

As a result:

- Prospects enter conversations already pre-qualified
- They understand their needs and the value of a CRM
- They are significantly closer to making a decision

The results: High-quality leads and a significant share of revenue

The impact of the partnership was both immediate and substantial.

1. Consistent flow of high-quality leads

DealJourney CRM began receiving between **5 to 10 leads per week**, a level they describe as impossible to achieve through other channels with the same budget.

2. Strong monthly lead volume

On average, the company generates around **20 leads per month** through BusinessWith.

3. Significant contribution to closed business

BusinessWith accounts for approximately **30-40% of total closed deals**, making it one of their most impactful growth channels.

4. Higher lead quality and readiness

Leads coming through BusinessWith are:

- Closer to the company’s ideal customer profile
- More informed about CRM solutions
- More ready to engage and move forward
- This leads to a more efficient sales process and stronger conversion rates.

5. Ability to compete with larger players

Through BusinessWith, DealJourney CRM is able to:

- Compete directly with established CRM providers
- Get invited into more sales conversations
- Demonstrate their value in a competitive context

A strategic growth engine for a bootstrapped company

For DealJourney CRM, BusinessWith has become more than just a lead generation channel.

It is a **strategic shortcut to market presence**, enabling them to:

- Overcome resource limitations
- Reach high-intent buyers efficiently
- Build a strong and predictable pipeline

By combining targeted visibility, high-quality leads, and strong positioning, DealJourney CRM has created a scalable path to growth, even in one of the most competitive software categories.



"Instead of relying on time-intensive channels like LinkedIn or expensive paid acquisition, BusinessWith provided what the team described as a "shortcut" to both visibility and demand generation."



Thomas
CEO



Abdalla
CMO

