

**Scrappy ABM scaled from \$50k  
to \$200k MRR and built a  
high-performing, stress-free  
agency with ZenPilot and  
Clickup**

**CASE STUDY**



*Scrappy*  
**ABM**

# About

# Scrappy ABM

**Scrappy ABM is an account-based marketing (ABM) agency that builds dedicated ABM programs for B2B companies. What sets Scrappy ABM apart is their hands-on, embedded approach: each client gets a full cross-functional team orchestrating highly personalized campaigns across a portfolio of 8-12 accounts.**



**“No one knew what they were actually supposed to be doing** because they're trying to manage everything through texts and slacks and emails”

# The Challenge

- **No centralized work management system.** Work was scattered across texts, Slack, email, and LinkedIn.
- **Zero role clarity.** With an army of part-time contractors, ownership of tasks and deliverables was ambiguous.
- **No visibility into delivery or capacity.** There was no way to see whether work was on track, who was overloaded, or whether the business was profitable on a per-client basis.
- **Unpredictable revenue and cash flow.** Revenue hovered between \$45K-\$60K/month but was project-based, not recurring – making it impossible to plan hiring, capacity, or expenses.
- **Founder bottleneck.** Mason was personally involved in every single client engagement and conversation, leaving no time for sales, strategy, or growth.



# ZenPilot tailored solutions

**ZenPilot partnered with Scrappy ABM to design and implement a best-practice ClickUp operating system tailored to Scrappy ABM's unique needs. Starting with the Blueprint discovery process, ZenPilot facilitated the hard internal conversations the team needed to have — then built the infrastructure to turn those insights into repeatable, scalable workflows.**



## **Blueprint & Discovery**

The structured Blueprint process facilitated critical internal conversations and gave the team the language and framework to define roles, responsibilities, and workflows.



## **Centralized Operations in ClickUp**

All project management, leadership dashboards, and reporting were consolidated into ClickUp — eliminating scattered tools and creating a single source of truth.



## **Standardized Templates & Workflows**

ZenPilot built templated delivery processes so that any team member — even a new hire in their first weeks — could launch, track, and manage client work with confidence.

# Real Results



***“Having visibility and knowing when things are going to get done because the people are actually following the process — that has given me a lot of confidence as a project manager. Before, we couldn't do that.”***

*– Tori Stubbs, Project Manager at Scrappy ABM*

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**300% increase  
in MRR**

Scaled from \$50–60k/month (non-recurring) to \$200k/month in recurring revenue, with predictable capacity planning and improved profit margins.

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**Founder  
Freedom**

Mason went from being embedded in every client engagement to fully trusting his team to manage client delivery independently — freeing him to focus on growth, sales, and strategic leadership.

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**30% Profit Margin  
& Cash Reserves**

Standardized workflows and capacity planning enabled Scrappy ABM to build & maintain a 30% net profit margin and three months of operating expenses in reserve — in just six months.

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***"There's legitimate peace of mind. Our ClickUp operations and ZenPilot have given me the confidence to enable a team to go and execute so that we can scale. I went from editing podcast episodes at 3 a.m. and living paycheck to paycheck to \$200,000 a month in recurring revenue and no longer stressed about making sure the work gets done."***

**— Mason Cosby, Founder, Scrappy ABM**

**Ready to turn  
operational  
chaos into  
predictable  
growth?**

**Book a call with ZenPilot**

**ZenPilot helps agencies build the systems they need to scale — without the founder doing everything. Let's talk about what that looks like for your team.**