

Less time searching. More time selling.

Vantage Thread helps businesses find the right companies, identify the right decision-makers, and start more meaningful outbound conversations.



I built Vantage Thread to make outbound more thoughtful.

I am Pratik Gandhi, and I run Vantage Thread as an independent outbound partner. I help businesses save time on one of the hardest parts of growth: finding the right companies, identifying the right decision-makers, and starting conversations worth having.

My work is built around careful research, clear targeting and relevant outreach. Instead of generic lists or mass messaging, I focus on a process that feels organized, credible and easy for clients to trust.



About me

Pratik Gandhi
Independent outbound partner
Trading as Vantage Thread



How I work

- Research-led targeting
- Human, role-aware outreach
- Organized campaign management
- Clear reporting and next steps



Why clients value this

You work directly with the person handling the research, messaging and campaign execution, so communication stays clear and the work stays aligned from start to finish.



Working directly with me keeps outbound focused, accountable and easier to trust.

Finding the right prospects should not take hours.

Most teams know who they want to reach. The hard part is finding the right companies, the right contact, and a message that earns a response.

01 |



Time-consuming research

Good lists are built, not downloaded. Each company still needs to be checked for fit, relevance and timing.

02 |



Wrong contact, weak response

Even a strong offer goes cold when the email reaches someone who cannot act on it.

03 |



Disconnected execution

When research, copy and follow-up live in different places, quality slips and opportunities get missed.



Vantage Thread brings research, targeting and outreach into one managed process.

Vantage Thread runs the outbound engine, so you get more conversations and close more deals.

A six-step process combines smart targeting, relevant outreach and disciplined execution to deliver **qualified opportunities**.



01. Target & Research

Qualified companies are identified based on your ideal customer profile and clear buying signals.



02. Identify Decision Makers

The right contacts are selected based on role relevance, authority and likely fit.



03. Craft Personalized Outreach

Each message is written to feel specific, human and worth replying to.



04. Campaign Execution

Sending, follow-ups and deliverability are managed carefully.



05. Respond & Qualify

Interested replies are organized and moved forward with context.



06. Report & Optimize

Performance is tracked transparently and refined over time.



You get back time each week while outbound stays organized and visible.

A clear commercial problem leads the campaign.

This sample shows how Vantage Thread translates a business objective into a focused outbound plan.



Sample client

RelayOps AI

A fictional B2B platform that handles repetitive Tier-1 support questions inside a company's help desk and passes complex cases to a person.



Campaign objective

Start qualified conversations with US software companies whose support volume is growing faster than their team.

Message angle

Focus on workload, response time and operational fit — not vague AI claims.



Concept portfolio sample. No live-client results are presented.

A narrow ICP makes each message easier to believe.

Before outreach starts, the target market is narrowed so the message is more relevant and more credible.



Company fit

US-based B2B software companies with 25–250 employees, an active support function and enough volume for repetitive tickets to become expensive.



Primary buyers

Head or Director of Support, VP Customer Success, Head of Customer Experience, or the COO at smaller teams.



Useful signals

New support hires, a recently launched plan, self-serve growth, a help-centre rebuild, market expansion, or visible pressure on response times.



Clear targeting makes the message easier to personalize and easier to trust.

Every account should earn its place on the list.

These illustrative profiles show how the qualification logic is applied.
Company names are intentionally omitted because this is a concept sample.

 Company profile	 Employees	 Primary buyer	 Reason to reach out now
Vertical SaaS	45	Head of Support	Hiring two support specialists
Fintech SaaS	80	VP Customer Success	Recently launched an SMB tier
Cybersecurity SaaS	120	Director of Support	Added an enterprise plan
HR technology	60	COO	Support backlog appears in job posts
Developer tools	150	VP Customer Success	Expanding a self-serve motion
Marketing SaaS	95	Head of Customer Experience	Rebuilding the help centre



The goal is to show fit, buyer relevance and timing — not to build a generic list.

The sequence leads with relevance, not hype.

Each email links a visible company signal to one likely problem and one simple next step.



Email 1

Subject: support load at {{company}}

Noticed {{company}} is {{trigger}}.
RelayOps handles routine Tier-1 questions inside your help desk, then routes edge cases to a person. Worth sending a short workflow estimate?



Follow-up 1

I mapped three workflows teams usually automate first: account access, billing questions and basic troubleshooting. I can send the one-page version if useful.



Follow-up 2

Should I close the loop, or is reducing first-response time something you expect to review this quarter?



Short | Specific | Low-pressure | Easy to reply to

A controlled launch keeps outbound visible and manageable.

From launch discipline to weekly review, the process stays structured and transparent.



Days 1–2

Research and verify

Qualify accounts, identify the buyer, verify work emails and write one useful personalization point.



Days 3–5

Launch safely

Start at 20–30 emails per mailbox per day, pause on reply and watch deliverability closely.



Week 2

Review and refine

Compare replies, review segments and expand only what shows real interest.



What stays visible

Each review covers list quality, delivery, replies, positive intent, booked calls, opt-outs and the next test.



Included

- ICP and targeting criteria
- Verified prospect list
- Three-touch email sequence
- Campaign management
- Weekly reporting and next steps



Ready to spend less time searching and more time selling?

If you are looking for a more focused way to identify the right companies, reach the right decision-makers and manage outbound consistently, **let's talk.**



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