

Account-based selling through videos: A SaaS unicorn case study

A first-hand account of how this SaaS unicorn used videos in their account-based selling to tackle the dipping response rates, boost lead generation, and shorten their sales cycle.

3X Response rates

66% Increase in leads

40% Shorter sales cycle

Overview

- A \$3.5 billion valuation
- 1.5 million customers
- 12 products
- 200+ sales team

All this in a span of just ten years.

The SaaS unicorn was founded with the mission of democratizing software. The company has a reputation for thinking big and smart execution.

This is the story of one of the thousand creative problem-solving initiatives that the company had undertaken that proved to be worthwhile.

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“Our sales teams sit out of 7 different offices in 4 different countries. I depend entirely on Salesforce CRM to overview the team's performance. Hippo Video's deep integration with Salesforce made it easy for me to track the performance of videos down to every single SDR from anywhere.”

- SVP of Sales

The Challenge - Dropping response rate

Having had massive success with SMBs, the SaaS unicorn now forayed into the enterprise segment with account-based selling. The company identified the target accounts and contacts. However, their initial campaigns failed to get their SDRs the meetings they needed from their targeted accounts. Connecting with C-suite became harder as their regular email cadences didn't leave a lasting impression. This, in turn, resulted in poor response rates and fewer meetings.

The Solution: A video integrated 14 touch-point sales cadence

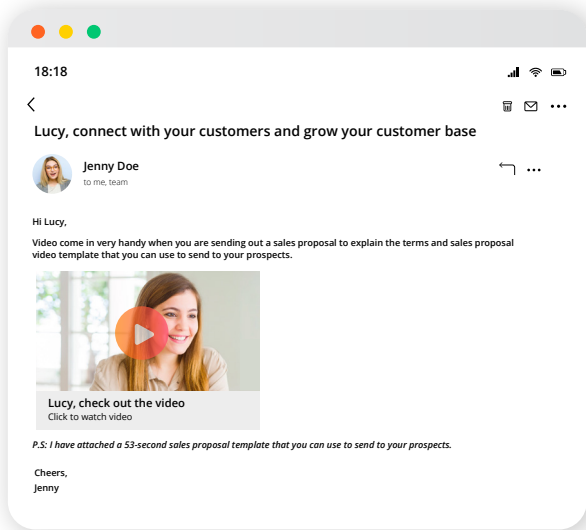
The team decided to experiment with videos to build meaningful connections with their prospects and improve sales results. The sales team had been running an outreach campaign with 14 touchpoints that included emails, phone calls, and direct mails. The team substituted the crucial touchpoints with authentic and hyper-personalized videos.



For instance,

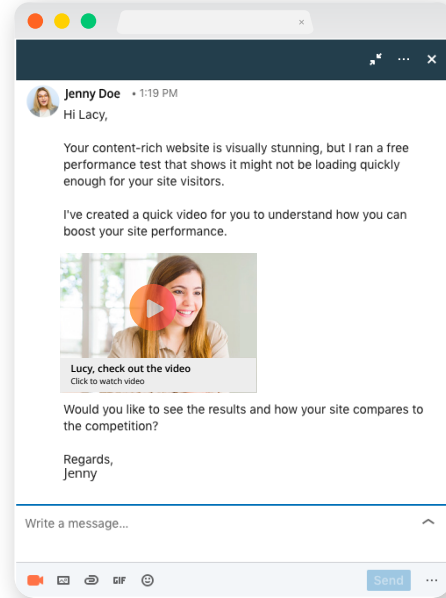
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The introductory text email was replaced by a 53-second introductory video email, which helped them humanize their outreach.



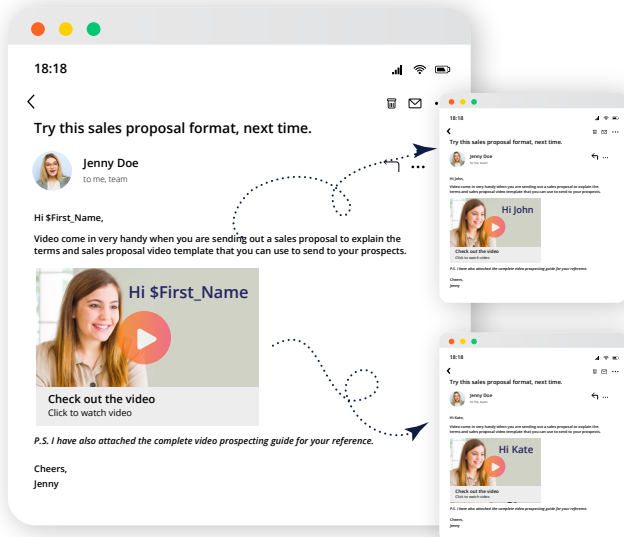
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The contact before and after the demo was substituted with a personalized LinkedIn video message, to build engagement and trust.



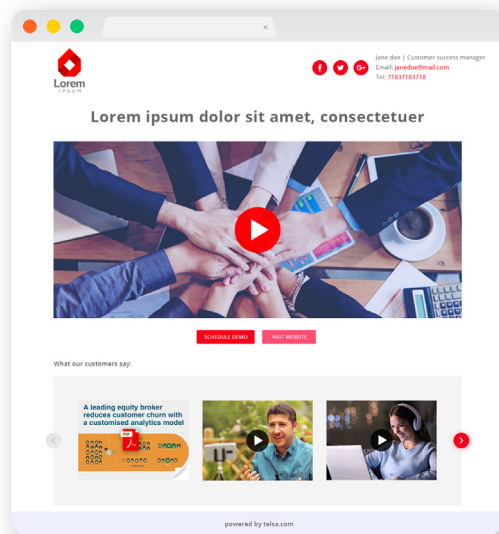
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The videos were hyper-personalized to the recipient and to the company, to instantly grab the prospect's attention and improve brand recall.



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The prospects were then driven to a personalized sales page with a solution to the prospect's problem along with highly relevant case studies, to speed up the decision-making cycle.

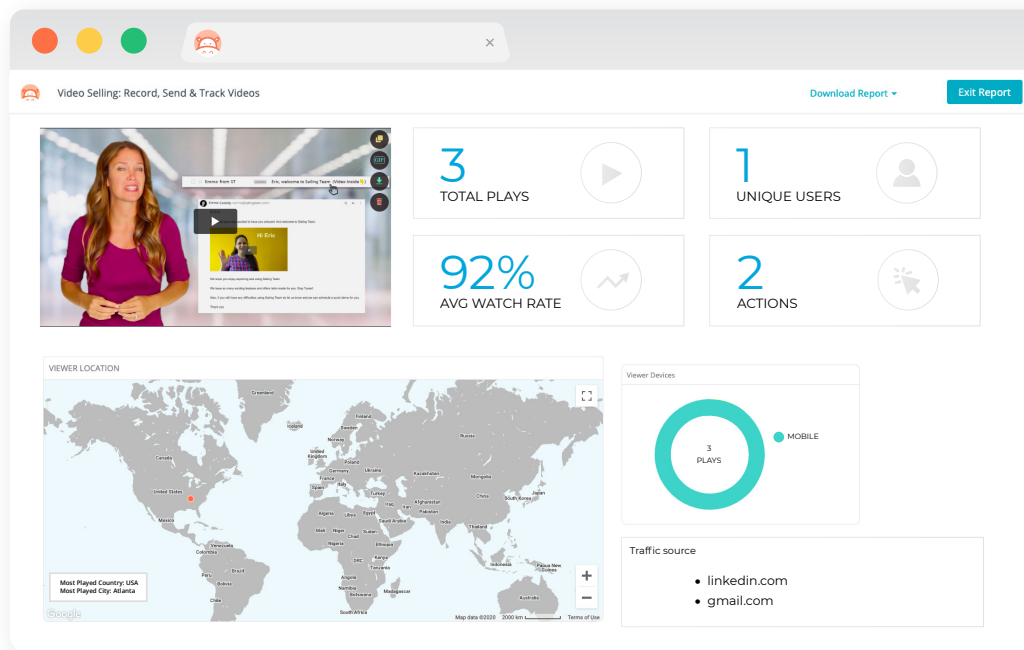


Videos gave a face to otherwise anonymous cold emails. The sales reps were able to stand out from their competitors and come across more trustworthy. Just by personalizing the video thumbnails, the sales team was able to increase their click-through rates.

Using the in-built analytics, the salespeople were able to track the prospects who viewed

the video. Over 80% of the people who opened the email watched the complete introductory video. The sales reps sent tailored follow-ups to the prospects who watched the video.

The net result was a 3X increase in their response rates and a 66% increase in the number of leads from the target accounts.



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“With Hippo Video, we are able to simply hit the record button, capture personalized resolution videos, and deliver great-looking content in no time.

Hippo Video has greatly reduced the sales cycle and helped us in educating customers better. In fact, with the help of Hippo Video, we are able to have better and quality conversations with our customers.”

- Head of Sales Engineering

Outcome

- 3x increase in response rates
- 66% increase in the number of leads
- 40% shorter sales cycle
- 2544 videos created

Soon after the initial success, the company rolled out the solution to their entire sales team, and Hippo Video is now an integral part of the SaaS unicorn’s sales operation.