How A SAAS Unicorn Increased Product Adoption and Conversion Rates by Adding Personalized Videos from Hippo Video

About the SAAS Unicorn

This company is a game-changing saas unicorn from India that has become a unicorn in less than six years. They have more than 100,000 customers worldwide who use their enterprise helpdesk and CRM solutions. They have raised more than $250 Million in total and are in the Top15 best SAAS companies list from G2Crowd.

Introduction to The Problem

Inbound was the main channel that helped this SAAS unicorn grow. Until now. They had a great brand with SMBs and wanted to push into the enterprise segment. To get a foothold in the enterprise segment, they wanted to kickstart an ABM process.

They identified the accounts they wanted to go after and created a list of all the contacts they would target. But, their email cadence didn't leave a lasting impression and did not provide good response rates. Their initial campaigns failed to get their SDRs the meetings they needed from these accounts. When they got their meetings, it usually did not end up the way they wanted them to.

Introducing enterprise software to prospects is never an easy task. There are complex workflows and multiple applications that need to be explained. Since there are a lot of use-cases and features to be covered, it takes a long time to complete a demo. This SAAS unicorn was no different. Their demos usually ran close to 60 minutes. Since the requirements were not established earlier, a lot of the work was done on these demo calls.

The account executives were frustrated with this. Their time was valuable, and they wanted to focus only on the specific needs of their prospects to close them soon. Since the use-cases were identified late, the sales cycles too were growing longer.

To improve sales efficiency of enterprise sales and reduce sales cycle they decided to take a 'fresh' look at their ABM process. They decided to use videos to understand the prospective account's requirements (context) and deliver the right content.

They narrowed down the key issues to these points:

⚑ Their Email cadence was yielding low response rates. They wanted to try videos to improve efficiency.

⚑ They wanted to capture requirements early in the buying cycle. This would help them tailor the pitches and reduce the sales cycle time.

⚑ Some of their demos had no shows. They wanted to arrest this trend by using videos.

⚑ They needed a complete white-label solution and a seamless user experience.

Hippo Video

Hippo Video is a complete video platform for business. Using Hippo Video, businesses can create personalized videos at scale to deliver an awesome user experience to the customers. Also, these features can be accessed through our API.

Hippo Video - One solution for delivering personalized videos

ABM Optimization - Personalized video in email cadence

Since the SAAS unicorn already had an ABM campaign running, Hippo Video had just to make it efficient. Hippo Video replaced the boring hand-me-down email templates with swanky hyper-personalized video email templates. With Hippo Video this SAAS behemoth created these emails in-house. The response was tremendous. Not only were they getting responses, but people also appreciated this slick approach to get their attention.

Hyper-personalization to automate lead qualification

The SAAS unicorn had a significant market presence with more than a million website visits per month. On an average, they get about 5000 leads per day. Qualifying these leads was an uphill task for them.

Hippo Video allowed them to create a complete workflow using personalized videos.
As Hippo Video also doubles- down as a Video CMS, the SAAS unicorn could create all the video content and store it with Hippo Video itself. They categorized their videos based on specific uses-cases and maintained a repository with Hippo Video.

After going through the website content, the prospects were given a form. This form collected their contact information. It also collected the use-cases that were important for the prospects. The prospects had the option to choose multiple use-cases.

Once the prospects gave their inputs, Hippo Video matched this with the videos in its database. Based on the inputs the right videos were selected, stitched together and delivered right there on a personalized landing page.

The landing page would greet the prospect with a personalized welcome message and the video delivered in that page had all the requirements mentioned by the prospect. This solution was completely white-labeled, and it provided a refreshing user experience to the new-age prospect who want to dig through the content themselves.

1-2-1 video personalization for sales

No shows for demos was a cause for concern at this SAAS company. Since they got good results using videos early in the buying journey, they decided to use videos here too.

All the account executives were given personalized video templates. These video templates had them (screen-grabbed video) greeting the user and welcoming them onboard. To add a personal touch, specific merge fields were added in these templates. Using this process, the account executives got close to 0% no shows on their demos booked — a massive improvement from where they started.

Hippo Video managed every aspect of this solution. The entire solution managed to reduce the time taken to qualify leads by more than 60%. This helped in improving overall sales productivity by hyper-focusing on specific requirements for customers. This solution became so successful that it is being deployed in other processes of the same SAAS unicorn.

> With Hippo Video, we got the perfect solution that our users deserve. Their video personalization service throughout the buyers' journey is incredible.
> -Product Manager

Hippo Video

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