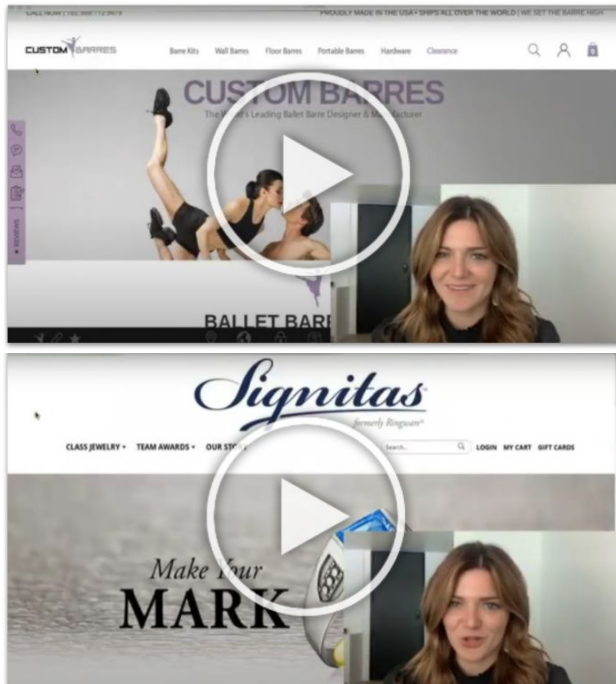




BACKGROUND

Doogma is a SaaS product customization software solution that offers the most user-friendly Design-Your-Own solution.

With 1,000s of product configurators, Doogma provides the ideal solution for eCommerce sites, able to customize anything, and everything.

Doogma was looking to automate their prospecting outreach and educate clients regarding their capabilities. All while providing their prospects with the same concept of “customization” that they offer as part of their service.

BUSINESS NEEDS

Because Doogma's customization software is invisible to end users, and they have limited sales resources, they required:

- An automated scalable solution to connect with prequalified targets and schedule sales meetings
- To remove the sales team from the undesirable and labor-intensive task of prospect out-reach
- To focus the sales team on high value, pre-qualified deals
- Educating prospects on value proposition, with a brief product demo embedded in the video
- Integrating with a calendar management solution to allow prospects to self-schedule meetings with the sales team

BENEFITS

Leveraging BHuman, Doogma was able to automate their prospect outreach:

- Produce hyper-personalized videos showing the prospects website,
- Personalize the video with the prospect's name
- Introduce the prospect to Doogma's capabilities
- Prospects schedule meetings through a managed calendar software

RESULTS

Increased sales by >200%

Open rates went from 20% to 55%

Boosted Demo rates by more than >300%

CUSTOMER COMMENTS

Thanks Hailey, Okay – I'll do it.. But only because this is probably the most creative “reach out” that I've received...

Michael G. VP, Global Talent

Best cold email ever... Sent it along to my marketing guy. Look forward to learning more.

Ron C. President