

Growbots

CASE STUDY



50



Wins
a quarter

10x



Less expensive than
other lead channels

10x



Less time spent
on prospecting
than other lead
channels

SIZE

50 – 100

INDUSTRY

Video – Conferencing

LOCATION

Redwood City / Silicon Valley

CHALLENGE

Generating high-quality prospects in a quick and economical way

Highfive is an insanely simple modern video conferencing tool who is disrupting video conferencing in major markets like The US, India, and China. By removing the dedicated room, setup, and IT guy, currently needed to do professional quality video conferencing, they are taking on larger in room providers as well as democratizing video conferencing, gaining them customers from two man operations to established businesses with over one thousand employees.

Supported by such heavyweights as A16z, General Catalyst, Lightspeed Ventures, Marc Benioff, and the founders of Dropbox and Box, a rapidly growing mid-stage startup in the B2B space with ambitions like Highfive survives on a regular stream of high-quality leads. After developing a fledgling outbound channel, they found that outbound delivered the best ROI per lead that they had from any of their channels as well as letting them engage with industries that were harder to reach with other channels. The challenge was how to scale up.

“Outbound email has been pivotal in reducing our overall marketing costs and Customer Acquisition Costs as it is such a cost-effective channel”

Patrick Maloney, Email Marketing Specialist, Highfive

Unfortunately, a little research revealed that Highfive had been paying twice the industry average for leads that could generously be called average quality. Not only that but their leads were taking one and a half weeks to be generated. That long turnaround meant that rapid audience testing was out of the question.

“With Growbot’s self-service UI, I was able to reduce the amount of time it takes to generate high quality leads tenfold. My bounce rates have gone down, my cost has gone down, and I have a lot more time to optimize now!”

Patrick Maloney, Email Marketing Specialist, Highfive

When Highfive was introduced to Growbots, they were finally able to do easy audience testing by taking advantage of the variety of data points offered for each lead. It took no time to full advantage of the fact that they now had access to over 200 million high-quality verified leads, spread across a wide breadth of verticals, that could be easily accessed through Growbots’ self-service UI instantly.

Salesforce integration meant that they eliminate data bottlenecks in their sales process, saving time and cutting down on mistakes. Salesforce integration was especially helpful in preventing the more than 80,000 leads that highfive had already contacted, from being generated again, saving them time and money not buying and pursuing leads they already had.

Thanks to Growbots, Highfive has completely upended their sales process. Between getting ready access to leads and the ease with which they can immediately be added to a campaign, Highfive only spends a tenth of the time they used to spend on prospecting. They are now able to spend that time optimizing their campaigns, leading to 50 wins a quarter exclusively from their outbound channel. They are now working with Growbots to scale their prospect outreach operation.

“Growbots data team ensured I would have the universe of leads relevant to my business and at a scale that is meaningful.”

Patrick Maloney, Email Marketing Specialist, Highfive

Not just that but the price of the efficiency Highfive is now experiencing is just a tenth of what they spent before. Of course, quality is still important which is why Highfive was amazed to find that their leads they were getting had lower bounce rates and no spam traps compared to the data they had bought before.

“With Growbots we have saved an entire week of lead time, generate over 50 win’s a quarter at a cost 10x below other channels, achieve above industry standard open & click rates, and never hit spam traps or high bounce rates.”

Patrick Maloney, Email Marketing Specialist, Highfive

