

# How Freshworks doubled meetings booked with personalized videos



7500

Videos  
Sent



3X

Increase in  
response rates



2X

Increase in  
meetings booked



40%

Shorter sales  
cycle

## About Freshworks

- ✔ A NASDAQ listed SaaS company with 100,000+ customers worldwide
- ✔ \$128.8 million in total revenue (Q3 2022)
- ✔ \$4.12 billion market cap
- ✔ Listed among the Top 15 SAAS companies by G2

## The Problem

### Dip in responses and meetings booked

Having had massive success with SMBs, Freshworks forayed into the mid-market and enterprise segments with account-based selling. They identified their target accounts and contacts. However, their initial campaigns were unsuccessful in getting their SDRs to book the number of meetings needed. Also, connecting with C-suite executives became harder as their regular cadences didn't leave a lasting impression, which in turn resulted in fewer meetings.

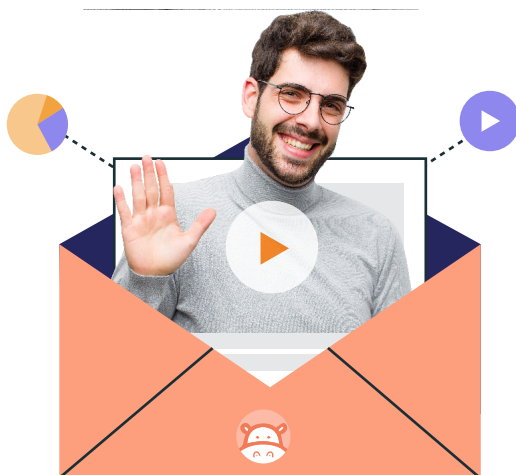


## Key Issues

- Their email cadences were yielding low response rates.
- They wanted to pique the prospects' interest with visually impactful and engaging product offerings.
- They felt the need to capture prospects' requirements and intent early-on in the buying cycle to personalize their pitches and reduce the time-to-sales.
- Some of their demo meetings had no-shows, and they wanted to curb this trend.

## The Requirement

They wanted to implement videos at some of their crucial touchpoints in their sales outreach to improve overall engagement. And to achieve this, they were looking for a video platform that could help them:



- Create personalized videos at scale
- Implement videos across various stages of the sales cycle, but still be relevant and contextual to each stage
- Capture inputs/feedback from prospects early on in the buying process
- Keep up with their teams' productivity

And, the choice was obvious . . . Hippo Video

## The Solution

### A video-integrated sales cadence

Their existing sales cadence had 11 touchpoints spread across channels—emails, phone calls, and LinkedIn.

**Step 1** - Day 1 - Intro: Text email

**Step 2** - Day 2 - Cold Call

**Step 3** - Day 3 - Video email

**Step 4** - Day 4 - LinkedIn connect request

**Step 5** - Day 5 - Cold Call 2

**Step 6** - Day 6 - Video email 2

**Step 7** - Day 7 - LinkedIn Video Inmail

**Step 8** - Day 8 - Video email 3

**Step 9** - Day 9 - Cold Call

**Step 10** - Day 10 - LinkedIn Video message

**Step 11** - Day 11- Breakup video email

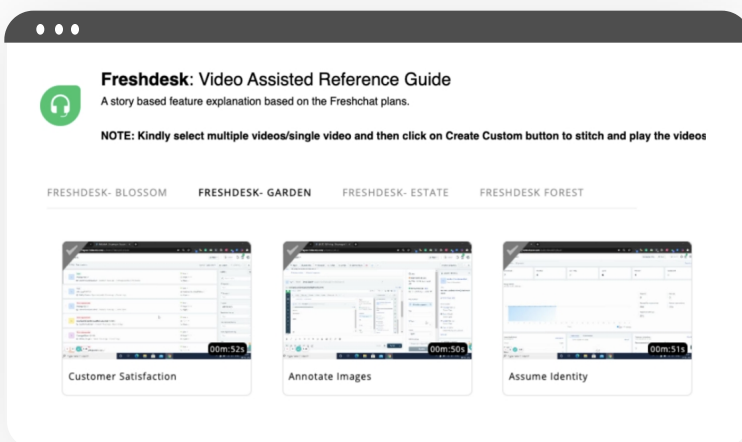
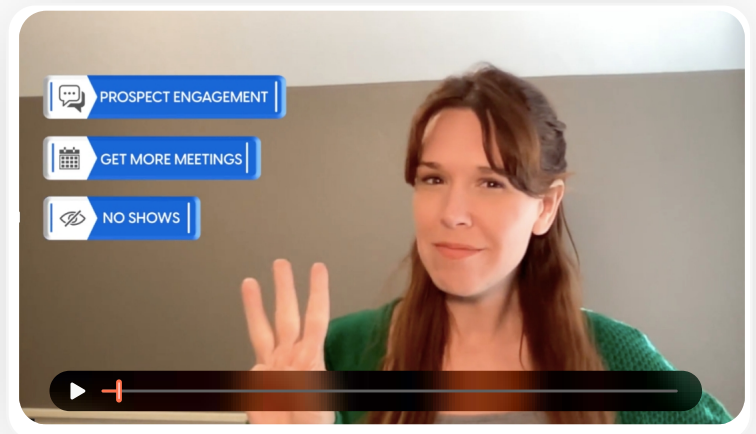


The goal was to leverage the power of videos without expanding their team or affecting the existing team's productivity. And with Hippo Video, they were able to effortlessly add personalized interactive videos to 6 of the 11 touchpoints in their cadence and turn it into a lead-generation machine.

## Driving more engagement

With Hippo Video, the Freshworks' SDR team was able to take video for sales a notch higher by implementing not just plain 1:1 webcam videos but hyper-personalized interactive videos in their cadence.

- The first video was added to the second email in the cadence, which was an interactive video quizzing prospects to choose the challenge they were facing and probing them towards selecting an option on the video (similar to the snapshot shown below). The latter part of the video was dynamic, and it changed based on the option the viewer chose at the beginning of the video.



- The last video touchpoint was a video hub, which had explainer videos of all Freshworks' products and features grouped together. This made the knowledge-gaining experience simple and holistic for the prospects, and helped them make quick decisions.

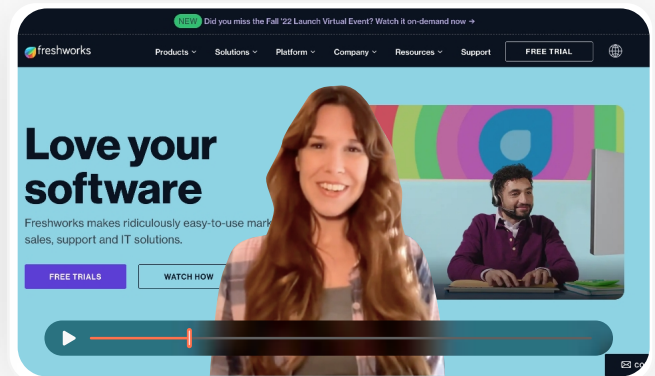
## Doing more with less

Hippo Video's intuitive interface and powerful features like Video Flows made the switch to video selling effortless for the SDR team at Freshworks. With Video Flows, reps were able to:

- Create new videos in minutes by stitching pre-recorded videos together with personalized intros and outros.



- Accelerate and simplify incorporating videos at different touch points with pre-built templates. For instance, for the third video in the cadence, the reps recorded just one video for their entire segment of prospects, and to personalize it, all they had to do was simply punch in the LinkedIn profile or website URL, and the screenshot was added as a virtual background automatically.



- The second video was a video message with a contextual video meme stitched, and the fourth video was a product explainer video stitched with a personalized intro of the SDR using Video Flows.

This helped them break the monotony of recording the same message again and again for every prospect and also facilitated scalable personalization.

## The Outcome

As a result, the SDR team at Freshworks was able to:

- Generate and send 7500 personalized video emails to 1800 of their prospects by recording just 70 videos
- Email responses jumped by 3x from 6.2% to 18.6%
- Meetings booked doubled from 1.2% to 2.4%
- Deals were closed faster resulting in 40% shorter sales cycles

"With Hippo Video, we can hit the record button, capture high-resolution videos, and deliver premium video content in no time. Videos have increased our response rates, which opens our avenues to have more conversations with our prospects and certainly improve our deal conversions."

- Head of Sales Engineering