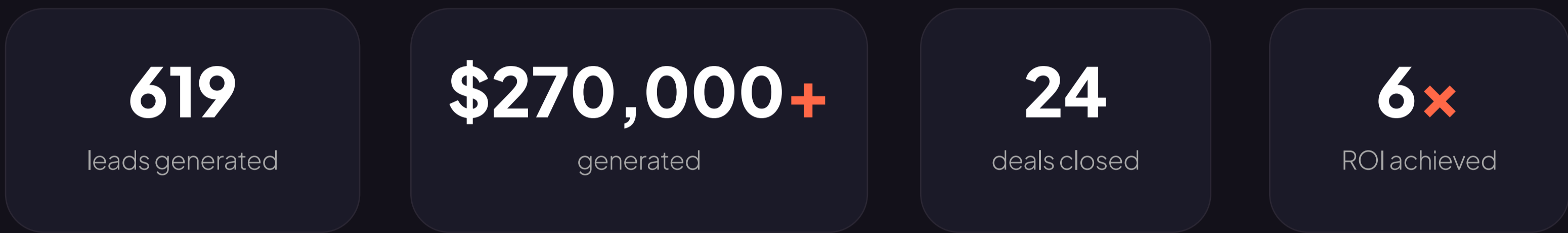


How we helped Prezsee expand to the US market and book meetings with Fortune 500s

Company: Prezsee Industry: SaaS Headquarters: Sydney, Australia Company Size: 201-500

The Results



After working with us for over 12 months, we generated over 619 leads for the Prezsee team. So far, they have closed over 24 deals with an expected revenue generated of over \$270,000. On their campaigns, we helped them hit reply rates of up to 15-20%, which was 7-8x higher than what they were getting currently.

Through our efforts, they have also managed to book calls with multiple Fortune 500s.

We are now an integral part of their sales team, helping them expand further into the US.

About Prezsee

Prezsee is a digital Gift Card solution designed to change the art of gifting to boost employee performance, engagement, and retention in companies. With personalization, bulk sending and instant delivery with the option to co-brand with your corporate logo, Prezsee helps thousands of companies simplify and optimize their reward incentives.

Prezsee's Challenge

Prezsee wanted to expand its business in the US market but their SDRs found it challenging to book meetings using the same messaging they used in other regions. They were also getting lower reply rates (below 1-2%) and open rates.

As they had goals to expand further into the US they needed a way to build a consistent pipeline of outbound so their SDRs could push through more meetings for their AEs.



Alex and his team have been absolutely instrumental in helping our team pinpoint and narrow in on our ICP. Via their team, we've been able to test messaging, ICPs, and verticals while allowing my employed SDRs to prospect into strategic accounts. When we were getting calibrated, we were getting 3-4 leads per week. Through all of our learnings, we're now landing roughly 14 leads per week. Of the leads that my team engages and that interact with the platform, our win rate is ~60%. While taking total leads from Hypergen, the win rate is ~6%. That said, it's key to have a solid playbook for your SDR/AE team to convert their leads. With regard to the working relationship, they are 100% committed to our success and are constantly in the weeds with me, testing and trying new approaches weekly.

Eric Bramlett
Vice President of Sales, Prezsee



Solutions

- 1 Targeting based on triggers—we went after new hires, companies hiring, and competitor LinkedIn events, which helped us get higher booking rates versus targeting regular roles.
- 2 For some large enterprise accounts, we used a bottom-down approach targeting executive assistants. They had 2-3x higher reply rates and around 2.5x higher close rates. So we're an easy choice for winning over more influencers and bigger deals.
- 3 For our messaging, we used a casual tone, humor, and funny images as they also fit Prezsee's brand style. This resonated with prospects as HRs are people-oriented, so they use that type of language in their day-to-day. We also reached out, mentioning upcoming key holidays, where it would be ideal for companies to give out gifts.
- 4 Detailed data reporting—we combined our campaign data and Prezsee CRM data to closely track which deals were closing, moving to the next stages, and/or getting disqualified. This helps us reiterate their ICP constantly to improve the lead quality.