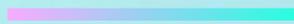


Darwinbox achieves a 60% increase in lead-to-opportunity conversion using BambooBox



Darwinbox is a new-age end-to-end HCM platform enabling enterprises to engage and empower employees across the entire lifecycle. With over 850 customers in 116 countries, Darwinbox is a trusted brand that empowers organizations with smarter, simpler, and mobile-first HR solutions.

The challenge

Darwinbox is one of the fastest-growing HCM players in the world. It's a technology company built from Asia for the world. The growth teams at Darwinbox execute go-to-market strategies across the US, India, MENA, and SEA regions, targeting both enterprise and mid-sized organizations. The outbound motion serves as the key revenue driver.

Current tech stack:

Hubspot serves as the marketing team's CRM and marketing automation platform.

Challenges with scaling the outbound motion:

Prior to BambooBox, SDRs were cold calling select accounts on their target list every month without having intent data. Additionally, their focus on calling inbound MQLs meant they were missing out on reaching the right accounts at the right time through outbound.

As business in these geographies matured, Darwinbox sought ways to enhance productivity and gain more data-driven insights to optimize their SDR team's performance. However, they faced challenges in effectively prioritizing in-market accounts due to a lack of insights.

The solution

The BambooBox ABM platform, driven by AI-powered Customer Data Platform (CDP) capabilities, seamlessly integrates with HubSpot. This integration consolidates both contact data and engagement activities of accounts into a unified, centralized location.

BambooBox helps marketing and SDR teams with actionable insights by collecting 3rd party intent signals along with 1st party data.

At Darwinbox, BambooBox is integral to the marketing team's operations. It helps the team with:



Identifying in-market buyers

The third-party intent signals help identify accounts that are actively researching HR tech providers and are likely to be potential buyers



Capturing crucial first-party signals

Tracking engagement scores based on activities across LinkedIn, Google Ads, and emails for accounts



Prioritizing accounts for outreach

The 6D account scoring model identifies potential opportunities for SDRs, enabling them to focus their outreach efforts and increase meetings



Contextualizing all SDR engagements

With buyer-group engagement data already available, SDRs had the context when reaching out to relevant personas.

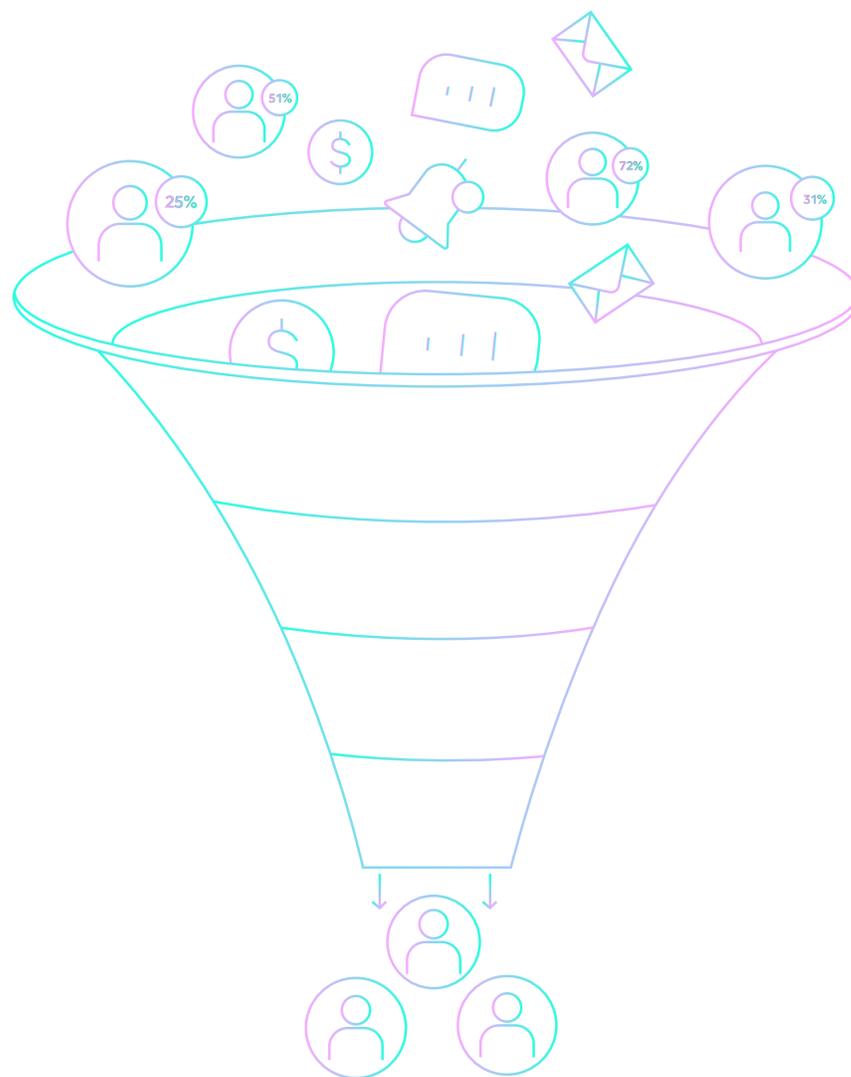


Integrated workflows for easy adoption

BambooBox seamlessly pushes all the key insights into Hubspot so SDRs always have all their insights at their fingertips

Darwinbox teams adopt a data-driven approach to prioritization

By effectively combining the right mix of intent and engagement signals, BambooBox assisted Darwinbox's SDRs and marketers in prioritizing and targeting actively in-market accounts. The Darwinbox team now appreciates the significance and value of identifying buyers in-market and delivering timely, personalized messages to the right personas.



With BambooBox, our growth teams no longer approach cold calling without context. SDRs prioritize prospects based on actionable insights and drive contextual conversations based on engagement trends. It has helped us improve the sales velocity.



Venkata Gunnam
Global Head - Growth & Revenue Marketing

Results

↑ **60%**

increase in the conversion of leads to opportunities for the SDRs

↑ **\$2.75M**

additional pipeline generated in the first two quarters since go-live



Our modern ABM platform helps B2B marketing and sales teams achieve consistent, predictable, and aligned pipeline goals. It delivers value in 1/6th of the time as compared to traditional ABM platforms

For more details: connect@bamboobox.ai