



Culture Analytics Case Study | OutboundHR

How Personalization Boosted Demo Conversions for a Culture Analytics Startup

The Challenge

A Culture Analytics startup had plenty of outreach volume but couldn't convert it into quality demos.

Key challenges:

- Generic messaging that didn't stand out
 - Low click-through and demo booking rates
 - Prospects weren't seeing immediate relevance to their role or org
-

The Solution

We shifted from quantity to *quality* by embedding personalization into every step:

- **Customized first lines** based on company culture signals and recent changes (e.g., layoffs, growth, leadership hires)
 - **Tailored pain points** by role (CHRO, People Analytics, VP of Culture)
 - **Built microscripts** to show how the platform solves their specific engagement challenges
-

The Results (in 30 Days)

- **Demo conversion rate doubled**
 - Prospects **spent more time** engaging with outreach (higher click-through + reply rates)
 - Sales team noted **better-fit, better-prepped buyers** on discovery calls
-

Why It Worked

We made every message feel *handwritten*—not mass-blasted. Personalization at scale helped us rise above the noise and speak directly to the right pain, at the right time.

Want results like this? Let's talk.