



## CultureTech Platform Case Study | OutboundHR

### HR Doesn't Ignore Us Now: Rewriting Outreach for CultureTech Wins

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#### The Challenge

A CultureTech platform was getting ghosted by HR teams despite having a compelling solution.

The core problems:

- Outreach messaging felt too “fluffy” and wasn’t landing with HR leaders
  - Low response rates from Directors and VPs of People
  - Struggled to tie product features to business outcomes
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#### The Solution

We overhauled the outbound strategy with a bold but empathetic approach:

- **Rewrote messaging** to focus on real HR pain (burnout, retention, team disconnect)
  - **Added proof points and metrics** to build credibility early
  - **Tightened targeting** to focus on mid-size People teams experiencing growth pains
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#### The Results (in 30 Days)

- **Replies tripled** across cold sequences
  - **Booked meetings** with HR leaders from tech, fintech, and healthcare sectors
  - **Shortened sales cycles** by leading with relevance and urgency
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#### Why It Worked

We made the messaging *feel* like it came from someone who gets it. By speaking their language and offering value fast, we earned attention—and meetings.

*Want results like this? Let's talk.*