



Employee Engagement App Case Study | OutboundHR

From 3 to 30 Meetings/Month: Scaling Pipeline for an Engagement App

The Challenge

An early-stage employee engagement platform had strong product-market fit but struggled to generate consistent outbound pipeline.

Key issues:

- Low outbound volume due to a lean team
 - Messaging that didn't clearly communicate ROI to HR and People leaders
 - No repeatable system for prospecting and booking meetings
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The Solution

We built and launched a full outbound engine designed to scale:

- **Clarified value prop** around retention, morale, and team performance
 - **Created persona-specific messaging** for HR, People Ops, and Culture teams
 - **Deployed outbound sequences** via LinkedIn and email with continuous testing
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The Results (in 45 Days)

- Grew from **3 to 30 meetings/month**
 - Increased reply rate to **22%** across sequences
 - Landed meetings with key mid-market HR decision-makers
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Why It Worked

We focused on what HR cares about: engagement that drives business results. Clear messaging + systemized outreach = a repeatable pipeline growth engine.

Want results like this? Let's talk.