OUTBOUNDHR

Recruiting SaaS Case Study | OutboundHR

How We Helped a Recruiting SaaS Double Their HR Demo Bookings in 90 Days

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The Challenge

A fast-growing Recruiting SaaS company had a strong product but was struggling to convert interest into demo bookings.

Key pain points:

- Low volume of qualified HR leads

- Ineffective outreach messaging

- Limited internal resources to scale outbound efforts

The Solution

We designed a targeted outbound strategy tailored to HR and Talent Acquisition leaders:

- **Persona-driven messaging** that spoke directly to HR pain points

- **Multi-channel outreach** across phone calls and email

- **A/B testing** on subject lines, CTAs, and sequence timing

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The Results (in 90 Days)

- **2x increase** in qualified demo bookings

- **40% email open rate** and **18% reply rate**

- **3x improvement** in reaching ideal HR personas

Why It Worked

We combined deep audience insight with rapid experimentation and channel optimization. The result? Scalable, repeatable pipeline growth — fast.

Want results like this? Let's talk.