



Talent Platform Case Study | OutboundHR

Breaking Into Enterprise HR Teams: A Lead Gen Success for a Talent Platform

The Challenge

A Talent Platform was ready to scale but struggled to penetrate large enterprise HR teams.

Key blockers:

- Long sales cycles and gatekeepers in enterprise orgs
 - Messaging that wasn't resonating with senior HR leaders
 - Inconsistent lead generation from outbound channels
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The Solution

We built a focused outbound campaign designed for enterprise engagement:

- **Enterprise-specific messaging** that aligned with HR transformation goals
 - **Strategic account targeting** to map key decision-makers and influencers
 - **High-touch multi-step outreach**, combining phone calls, email, and tailored messaging
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The Results (in 60 Days)

- **Opened doors** to 15+ enterprise HR teams
 - **Booked meetings** with Heads of People, VPs of Talent, and HR Ops leaders
 - **Generated a steady flow** of qualified leads from target accounts
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Why It Worked

We treated enterprise HR like a strategic account motion — not just volume outreach. By aligning to their pain points and priorities, we got real traction where it counts.

Want results like this? Let's talk.