

Similarweb increases sales velocity through the power of personal

As the most trusted platform for understanding online behavior, millions of people use **Similarweb's** insights daily to strengthen their knowledge of the digital world. They empower anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem.



Headquarters
New York, NY



Website
www.similarweb.com



Founded
2007



Industry
Market Research, Sales
Intelligence



Company size
501-1000

The challenge

Similarweb wasn't the market for a gifting solution, but was intrigued by the prospect of how we might work together. Enticed by our promise of flexibility, ease, global reach including Europe, and our proactive approach to feedback, Similarweb gave us the opportunity to prove how direct mail and gifting could help improve their sales cycle and drive more new business opportunities.

Similarweb's main priority was to use Reachdesk to drive more business. Our first challenge was to equip Similarweb to book as many meetings as possible and increase the show rates of the booked meetings.

Additionally, we also established workflows to demonstrate how strategic direct mail and gifting could shorten their sales cycle, and bring dormant prospects back to life.

The solution

Similarweb leveraged the convincing power of emotional connections by allowing people to develop personal relationships with the business. Similarweb focused on sending physical, hyper-personalized gifts before a meeting to encourage attendance and to reignite conversations. From here they found they were able to reduce meeting attendance drop off rates and connect with prospects to drive new opportunities.

By connecting Similarweb's knowledge of prospects and understanding the customer journey, we were able to highlight opportunities for surprise and delight along the way.

As you might expect from a market intelligence company, Similarweb was drawn to our granular approach to metrics and reporting. The Reachdesk dashboard made it easier to make strategic decisions based on the needs of both the team, and the individuals within it, without the constant struggle of manually organizing and sorting data in spreadsheets.

The results

Within just a few months, Similarweb is seeing an increase in sales velocity with a positive reduction in the length of their average sales cycle. By decreasing the average deal time length, it allows Similarweb's go-to-market teams to move onto other deals quicker.

Furthermore, Similarweb has been able to increase show rates for meetings throughout the whole sales process by making gifting an integral part of their strategy.