

Hiya uses Falkon to understand real revenue drivers

The short story

With 200M users worldwide supporting their mission to modernize voice, Hiya stops spammers, blocks fraudsters, and enables businesses to connect with their customers again.

The company has scaled quickly since its founding in 2016. Like many high-growth teams, Hiya marketing leaders found themselves with a lot of data, but no simple way to find actionable insights within it.

With success-based analytics from Falkon, they know which channels are their best drivers—and they've discovered ones they believed were more effective than they actually were.



“We liked the leads we were getting from LinkedIn, but Falkon showed us that they weren't converting to opportunities. There's a big disparity in what we'd expect to see.”

Lucy Targett

Senior Campaign Marketing Manager, Hiya

Company: Hiya

Industry: Telecommunications SaaS

Size: 51-200 employees

Falkon solution: Success-based analytics

Other tools they use:

- Salesforce
- HubSpot
- 6sense
- Google Analytics
- Outreach

What will you discover with Falkon?

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The challenge: scattered inputs

Lucy Targett joined Hiya in early 2021 as a Senior Campaign Marketing Manager responsible for understanding what marketing tactics drive revenue.

“Without a whole lot of manual work, there was no good way to answer a question like ‘What were all the touchpoints of this opportunity?’” she says.

Lucy describes the crux of the issue: “We had a blindspot in our main data set with Salesforce. I could see where someone came from and I could see what they did, but I couldn’t see all of those things in a report. I couldn’t see all the touchpoints over time.”

Even after doing the manual work to stitch together a more complete journey, she was left with holes. She needed a better solution.

The solution: success-based analytics

Lucy found Falkon and decided to try it because the platform was built to do just what she needed: surface the campaigns and channels that drive pipeline and revenue.

“We were just using first touch or last touch previously. Now we have a cohesive journey,” she says.

Falkon pulls together data from Hiya’s existing sources, including Salesforce and HubSpot, to create a timeline for every account-level journey.

Then, rather than giving credit to only the first or last touch, Falkon assigns value to every touchpoint using success-based analytics built off of a Markov chain model. The touchpoints that show up more in successful customer journeys and less in unsuccessful journeys are weighted the highest.

The outcome: discovery that drives action

With success-based analytics, the team at Hiya discovered a surprise: LinkedIn was driving great top-of-funnel leads, but the leads weren’t converting to opportunities. Having surfaced this disparity, the team can adjust their tactics.

In addition to finding hidden trends, the team uses Falkon for:

- **Granular insights.** Lucy says: “I can break down a source by how well it’s helping specific sales reps. That’s something I wasn’t able to do previously.”
- **Confirming hunches.** Lucy says: “We knew organic traffic made up a large portion of the leads we were getting, but being able to actually quantify it is great.”
- **Making more confident decisions.** Lucy says: “We’ve been gathering information and we’ll make changes in the coming months based on what we’re learning.”

Soon, they plan to use Falkon to dig into a question they have about webinars: While they seem to be a lead driver, are they best used as at the top of the funnel or are they better placed where they can have impact further down the funnel? Hiya will be able to see that story with no manual analysis.

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