

# SeekOut uses Falcon to increase pipeline velocity and conversion

## The short story

SeekOut is the AI-powered talent search engine whose platform provides recruiters with a competitive edge. Between raising Series B funding in March 2021 and Series C in January 2022, the company increased ARR more than 3x.

Without a business intelligence platform, the sales team primarily used data straight from Salesforce. During their hyper growth, they realized they needed a way to get actionable insights quickly.

They chose Falcon when they saw that it could combine data from disparate sources and deliver insights automatically.

They've continued to scale and chart their course forward with:

- **Automated reports** that highlight stale pipeline so the team can reengage
- **Metric insights** that surfaced a low number of enterprise leads
- **Complete customer journeys** that quickly answer stakeholder questions

Even as SeekOut hires a revenue operations team to specialize in sales and marketing data at the company's larger scale, they plan to use Falcon as the unified company-wide data analytics platform.

**"Falcon identifies gaps in our pipeline.** The top level number looks good, but when you dig in, it's all SMB and no enterprise."

**Scott Gudmundson**  
VP of Sales, SeekOut

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### SeekOut VP of Sales Scott Gudmundson on the value of data visibility:

*When Falcon came, it meant we didn't have to hire a revenue ops person. We're instantly getting what we need.*

*We see how things are moving and flowing, almost like a heartbeat.*

*Falcon gets you out of the weeds and into more strategic thinking. It frees you up to think about actions and improvements.*

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**Company:** SeekOut

**Industry:** Recruiting SaaS

**Size:** 51-200 employees

**Falcon solutions:**

- RevOps reports
- Customer journeys
- Cohorted funnels

**Other tools they use:**

- Salesforce
- HubSpot

## The problem

The SeekOut sales team was successful, but VP of Sales Scott Gudmundson says they couldn't have told you exactly what they were doing right.

"If you're hitting your numbers, as a small company you don't really need to look at the details. But as you hit an inflection point in scaling, that way of managing your business is no longer sufficient. You've got to understand what levers you can pull," he says.

Scott was particularly interested in seeing granular pipeline detail. Where are leads coming from? Are they the right leads? Who's stuck?

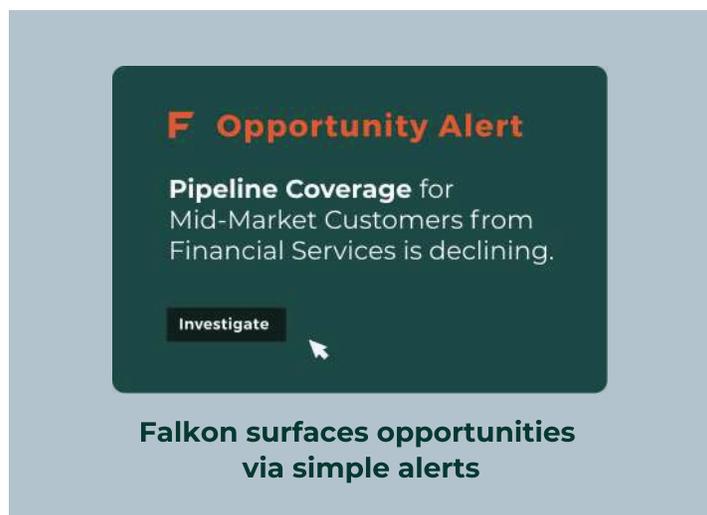
With growth, Scott says SeekOut also needed to move beyond looking at averages in their data.

"A lot of tools out there work off of averages, but outliers skew the averages. They don't tell the real story," he says.

Scott needed a platform that would go beyond the norm to show his team an accurate representation of their business.

## The solution

When Scott found Falkon, he recognized it as an easy solution for data visibility.



"Falkon reports are fed into my email so I can take action or hand them to a manager," he says. "I get a daily email that lists opportunities who are engaging, but not being contacted by reps."

Falkon also meets Scott's criteria to avoid simple averages.

"In a demo, someone at Falkon took our core data and excluded our outliers to show that impact," he says.

Falkon is built to provide actionable insights, and that means delivering accurate attribution scores, conversion rates, and more.

## The wins

Scott refers to what he calls "The Falkon Effect."

He explains: "You can see dramatic changes in our reporting where we implemented Falkon."

"Falkon has identified gaps in our pipeline," he continues. "The top level number looks good, but when you dig in, it's all SMB and no enterprise. We wouldn't have known that without Falkon."

Scott also appreciates being able to answer attribution questions from executives and board members very quickly.

"A couple of clicks, and we can dive into inbound and outbound attribution," he says. "We have the whole timeline."

SeekOut has so far used Falkon primarily for pipeline visibility and insights. Soon, Scott says it will unify the company's data across teams and current systems.

"It can become glue across a lot of databases so that everybody is comfortable," he says.

Avoiding data silos is a big win and a benefit of using a single analytics platform as a larger company.