

CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.

hastee.

Hastee

FinTech

Hastee provides employees of an organisation with the enhanced choice and financial freedom of being able to choose when they would like to receive their pay. Through Hastee's platform, organisations are able to provide their staff with the ownership of their earnings without incurring extra costs to them.

“

Add Quote here

”

Name & Surname
Title



CHALLENGE

THE CHALLENGE

Hastee needed to target multiple different sectors and sizes of organizations concurrently and at scale in order to meet their ambitious growth goal.

SOLUTION

THE SOLUTION

Growthonics designed a solution that consisted of a 4 analyst research team, 4 outreach inbox strategists and a dedicated SDR Team. Having a large team meant that Hastee could penetrate multiple markets at the same time without compromising on the amounts of leads produced per month.

1. Sourcing

- A Growthonics Account Manager worked with Hastee to better understand the different categories of organisations that fall within their target criteria. By doing this we were able to create a bespoke strategy to source the required leads as effectively as possible.

2. Enrichment

- Once each criterion was defined, the 4-analyst team assigned to Hastee sourced, verified and collected the contact details of the targeted individuals within the organisations. This data was built into a database which Hastees leaders had 24/7 access to.

3. Outreach

- Growthonics' dedicated outbound team crafted the ideal 4-touch email sequence that produced positive engagements and created the desired output process of booked meetings.

4. Development

- Growthonics' dedicated SDRs picked up all positive engagements and personally responded to them with the ultimate goal of booking meetings directly into the calendars of Hastee's salespeople.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

RESULTS

THE RESULTS



22%

REPLY RATE

Growthonics built the most effective outbound email campaign using the best tools on the market which resulted in a 22% reply rate.



2.7%

STRAIGHT POSITIVE RATE

The multi-touch campaigns set up, used and optimized by the Growthonics teams resulted in 2.7% straight positive rate.



35+

MEETINGS BOOKED

Growthonics set up a bespoke outbound campaign that resulted in more than 35 meetings booked from quality leads, email responses and high open rates.



36%

OPEN RATE

Our specialists managed Hastee's outbound email campaigns which also gave them access to the best automation tools on the market, giving them high visibility and a 36% email open rate.



5.2%

POSITIVE ENGAGEMENT RATE

At Growthonics we used customized multi-touch campaigns which were effectively run and optimised to give Hastee the best results. With our rigid campaign management and continuous A/B Testing, we ensured that they received positive engagement of 5.2%.