



Case Study – Features

The Case

A need for visibility and increased efficiency for a sales team's process

Any leader understands what it's like needing visibility into your team's activity—especially Luke Barnes and the team at Madwire. They were faced with the issue of not knowing when a client was going to respond (if at all) and spending too many resources to convert a sale.

Thankfully for Luke, there's BombBomb Video Email. Email tracking helped team users and admins see every interaction a touch receives. With the Screen Recording feature, companies can demo their applications while discussing complex ideas, all over a video. Luke's team needed a competitive edge to make better, more efficient touches with their current and future customers. He saw the value of features like those found in BombBomb's software and knew his team would as well.

The Impact

Utilizing BombBomb Video Email Tracking and Screen Recorder to add efficiency to your team's sales process

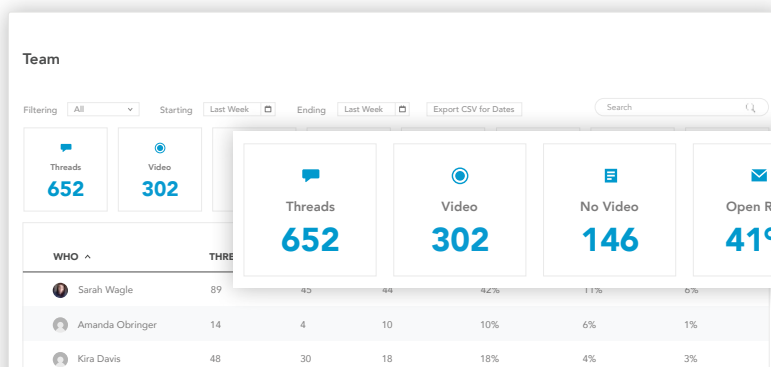
Madwire's sales team had issues with prospects "ghosting" them when they sent out emails. It was increasingly difficult for follow-up with plain-text emails offering little insight. They needed a better way to track what happened to an email after sending it. Luke and his team needed a better way to get prospects excited about what Madwire could do for them.

We helped integrate our video application with every member of the Madwire team. As a team admin, being able to see what your members are doing helps guide decision making. This ultimately will help set better goals on outreach and lead conversion.

The benefits of tracking for Luke's team were immediate as shown below:

1. Video Email Tracking

- Allowed each team member to see interactions such as opens, video plays, and responses for each email sent.



"Being able to see how many emails, videos, and responses my team was sending really allowed us from an executive level to get a **better picture of effort and performance.**"

LUKE BARNES

CSO, Madwire



Schedule a demo to learn how video can help your team succeed.

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- b. Allowed Luke and Leadership the ability to have constant, up-to-date visibility on each team member's activity and interactions with customers. The admin dashboard shows the most up-to-date information on team activities.
- c. Displayed customer interactions and triggers a response to a team member. Re/Actions allows email recipients to respond with a quick "like" or message to reply and follow up with a full message later. and follow up appropriately.

2. Screen Recorder

- a. By using the Screen Recorder, the team could show a potential client their website traffic and how Madwire could improve it, right in the video.
- b. During the recording, team members also share their own faces, adding empathy to each screen video. This allowed for more efficient sales and more meaningful customer connections.

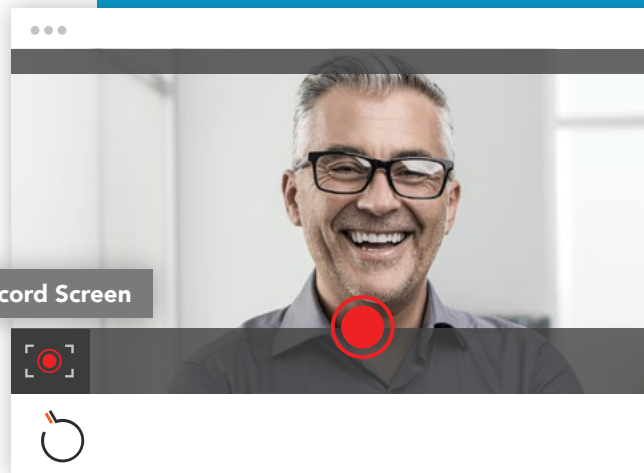
Members of the Sales Team, including Sales Director James, claimed they set more demos and converted more sales using Screen Recorder. When customers saw the team's faces in the same shot as the screen recordings, they built a rapport that created a better customer experience.

Though only two features are mentioned above, Video Email Tracking and Screen Recorder, BombBomb offers a suite of tools detailed on the features page. Take a look to see how video can help your team succeed.

BombBomb video tools can be powerful in the hands of any team or leader.

The difference is knowing when to use them and how to leverage them to increase lead conversion and company revenue. With some guidance from our team, we can help your team see results using video! **Schedule a demo with one of our representatives today.**

SCHEDULE A DEMO



“

When we're following up within two mins or less, we're actually seeing incremental growth in appointments being set. That's opportunity. And, to a salesperson, that's gold.”

TYLER PETERSON

Marketing Consultant, Madwire

