Case Study

How AE Studio Leverages Humantic AI To Accelerate Sales

Learn how the development and design studio uses Humantic's Personality AI to reach out to the right prospects, get more responses, and close deals faster.

About The Company

AE Studio is a software development, data science, and design studio. They build tech products with a central focus on increasing human agency, ultimately decreasing friction for end users.

About The Team

AE Studio is a bootstrapped company with professional expertise in the space of development, data science, and design. It works closely with founders and executives to create custom software and machine learning solutions. It's based in Los Angeles and has multiple business units.

Its consulting business builds tech products for clients all around the world. It also has a business division that builds products which are later opened up for external acquisition.

The Objective

The revenue team at AE Studio was on the lookout for a tool that could help them effectively select and choose who they go into business with.

They wanted to be thoughtful in who they reached out to as they also wanted to do rewarding work with select businesses that aligned with their broader vision of increasing human agency.

The challenge

While consciously limiting their prospect pool size, AE Studio wanted to ensure that its outreach to these prospects was perfect - both in terms of getting desired responses as well as in meeting revenue targets.

The real challenge was to reach out to fewer prospects, and at the same time multiply the success rate. This would only be possible with perfect targeting of prospects coupled with a flexible approach to sales communication that would suit each buyer's individual preferences.

The solution

While it started as a personal experiment of a cool new sales tool by one of their team members, Humantic AI soon saw organization-wide roll out as an essential part of AE Studio's sales tech stack.

The enterprise BDR team started using Humantic AI first for prospecting. The leadership team saw immediate impact and tested Humantic while getting into partnership threads. After seeing positive results, they asked the Account Executives team to use Humantic AI as well.

Business Development / GTM Strategy

The BD/GTM Strategy team started leveraging their prospect's personality insights provided by Humantic AI, tailoring their communication as per the suggestions specific to each individual buyer.

This effectively brought their research time down to 25% of their initial effort before they had adopted Personality AI.

**Ershad M
Growth and Business
Development**

" *Especially for enterprise deals, where there are multiple stakeholders involved, research usually takes a lot of time. Using Humantic AI, we are spending only 1/4th of that time doing preparation for any important call.* "

Account Executives

The Account Based Marketing unit saw conversion rates improve from 15% to over 50% for LinkedIn based prospects. This helped them move deals faster which in turn influenced their overall revenue numbers and made forecasting a lot easier.

Leadership

The leadership team noticed that the people they reached out to based on Humantic AI insights opened up a lot quicker and gave back more information than they would have. This helped them decide how they were going to continue with the discussions.

CRO Speak

How Humantic AI became a no-brainer

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"I can think of many examples where Humantic helped me close a deal which I might have otherwise lost.

Particularly this deal that I was working on for a while before we started with Humantic and the deal was straddling for a while. There was nothing negative going on but the deal never seemed to be moving forward. It was a very large deal and the decision maker and I were in talks for a while.

When I eventually checked his profile on Humantic, it was an eye opening moment because I didn't talk about commercials with him as I thought he was much more focused on the big picture and the story but the first call-out was that he was cost- conscious. On using the language that Humantic suggested, we closed the deal a week later."
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Jevan Fox
Chief Revenue Officer

Impact And Future Plans

★ Since first adding Humantic AI to its Account-based Marketing strategy, AE Studio has seen an increase in response rates from 15% to over 50%. They are also able to close deals quicker with their AEs leveraging Humantic insights while crafting messages.

★ The tool adoption rate has been very high, with all new members introduced to the Humantic AI Chrome extension quickly adopting it for their sales prospecting and finding partnership opportunities on Twitter and LinkedIn.

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Every time a new salesperson is onboarded, their eyebrows go up and their eyes open and they wonder 'how were they talking to people before using this tool(Humantic AI)'.

Jevan Fox
CRO, AE Studio

NEXT The next step in AE Studio's journey with Personality AI is the slated expansion of these capabilities for the marketing function. It intends to use Humantic AI's accurate personality insights to run cohort-based ad campaigns as part of its demand generation efforts.

About Humantic AI

Humantic AI provides buyer intelligence to revenue teams, helping sellers engage more customers, build more trustworthy relationships, and close more deals. Its technology is anchored around its proprietary personality AI engine, which helps sellers be more effective with their prospects at every step of their buying journey.

Humantic delivers a new way for sales and marketing teams to understand their prospects and deliver authentic personalization like it's never been possible earlier.

Its customers include companies like Paypal, Rackspace and McKinsey. They see **significant change in response and win rates** when they adopt buyer intelligence by Humantic AI.

🟡 Humantic AI

Speak to an expert: learn what personality AI can do for you

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