



# DevSecOps Platform Leader: 49% Uplift in Meetings Booked

**Industry:** DevSecOps/SaaS

**Company Size:** 2,000+ Employees

**Sales Motion:** Enterprise Selling

# 49%

Meetings Booked

# 58%

Positive  
Conversations

# 56%

of Users Reported  
Pipeline Growth

## The Approach

20 sellers from the global BDR/SDR team participated in a 12-week pilot, using Humantic AI integrated with Groove, LinkedIn, and Salesforce. Key features leveraged included DISC-based buyer insights, automated email personalization, and buying committee maps.

The Humantic AI team also conducted 2 live workshops for the team on Sandler-Certified DISC methodology to combat the “I trust myself more” bias.

## The Problem

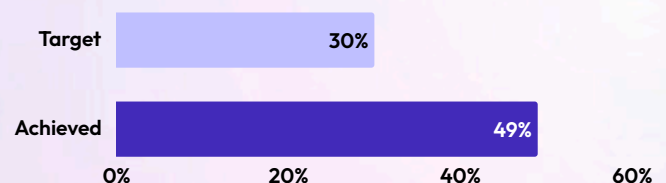
A leading DevSecOps platform, integrating a wide range of tools into a single application to streamline the software development lifecycle, faced mounting pressure to move to an ABM based sales motion and drastically improve the quality of leads.

Despite their robust technology and shift to an ABM (Account Based Marketing) motion they had gaps in prospect quality. The sales team reported that the BD (Business Development) team was delivering poorly engaged leads, forcing them to rethink their strategy and go deeper with high-intent accounts.

They needed to

1. Improve pipeline generation and secure more meetings in a saturated market.
2. Scale sales development by:
  - Boosting meeting bookings by 30%.
  - Enhancing buyer engagement.
  - Reduce manual effort with authentic outreach

### Uplift in Meetings Booked Against Target



The BDRs leveraged Humantic AI for:

- DISC-tailored email personalization via Humantic AI

The SDRs leveraged Humantic AI for:

- Social selling insights for LinkedIn
- Buying Committee Maps for deal strategy

Sales leaders leveraged Humantic AI to:

- prep for Quarterly Business Reviews



*I've been using Humantic AI extensively for personalizing every touchpoint in my interactions with prospects.*



**Karn B.**  
Enterprise Business Development