How to Increase Lead Conversion Rates by More Than 60% With Video Automation

What personalization at scale can do for your entire company

Have you ever thought about how many people your automated emails touch? Depending on the size of your company, that number can be anywhere from a few hundred to millions.

You see, your digital communication connects you with everyone in your database. It reaches your leads and prospects, current and past clients, strategic and referral partners, and more. And email sequences are the link to this entire network. They also hold untapped but significant revenue potential.

As your peers and competitors are figuring out how to build market share, they’re doubling down on the power of their email campaigns to maintain relationships, generate repeat and referral business, and convert. The most progressive and successful among them use video to foster those connections.
face to face. But effective sequences, especially those that include video, require considerable and continuous time, effort, and resources.

Vist is the low-effort, high-impact solution. Vist is a BombBomb integration that adds video messages to every team member’s email cadences with guidance, automation, and scalability. And it works directly in your CRM.

Using Vist to create personalized, customized, and automated digital communication that includes video, one company increased email clicks rates by 223.6% (improving engagement by 3X), started more conversations, and fostered both more and better relationships that led to a 65.5% increase in lead conversion rates in just three months.
The Challenge

Reinvesting in relationships to build market share

The opportunities you need to create and close are already in your database.

Long-term, sustainable success rooted in repeat and referral business. But that business is based on healthy relationships and a remarkable, differentiated experience — one that people remember long after a transaction.

If you’re selling on features, benefits, or price alone, you’re selling a commodity — and you’re entirely at the whim of the market. Differentiation comes through your team members and their ability to provide unique expertise, guidance, support, and attention during the moments that matter most to your clients.

71% of consumers expect this kind of personalization (and 76% get frustrated when they don’t get it!). When your team members deliver a more personal experience, people are more likely to buy from, return to, stay with, and refer your company.
But your digital communication needs to improve.

Each piece of communication you send trains your recipient on whether or not to engage you the next time. Are you treating them how they want to be treated? Are you reaching out in a timely and valuable way? Are you earning their trust? To elicit replies and responses, your outreach needs to go beyond blocks of plain text on a screen — it needs to be more human.

Digital communication should be both for and about the recipient. It should deliver warmth, clarity, personality, emotion, and convey intent to build and maintain trust. And all these elements start more conversations that generate more business and can be added to your efforts with video.

Video decreases the number of touches to generate initial lead response by 70%. And it increases lead conversion by 67%. More on those results here.

You need to win more opportunities in an increasingly challenging and competitive market. Adding video to your digital communication is a proven way to do that.
Your email sequences need more attention to significantly impact revenue.

Your automated messages need more of what you have to offer. More face-to-face communication, more customization, more resources, more maintenance, and more focus ... only then will they become more effective in increasing revenue.

In a 2022 survey conducted by BombBomb, 100% of marketing managers and admins said that their automated sequences could be improved. And 57% rated them below average to entirely ineffective.

The same survey highlighted that more than 50% of marketers don’t create customized sequences or add video to them for each sales rep because the process is too complex or time-consuming.

But ineffective emails greatly hinder your opportunities. And if you aren’t being successful, if you’re getting it wrong, that means someone else is taking those opportunities and having your conversations.

BombBomb can help with a low-effort, high-impact solution.

Your email automation needs time and attention for your database to be an effective source of revenue. Time and attention you don’t may not have the luxury of — but BombBomb is uniquely able to help.

BombBomb has combined our expertise in personalization through video messaging, email marketing, and copywriting, and leveraged our integration engineers to design Vist.
The company began by investing in email sequence optimization.

Video automation and personalization at scale

In 2022, BombBomb began working with a company with 500 sales producers to pilot Vist. The pilot was initially conducted with 90 of them, some with exposure to video messaging and some with little to no video experience at all.

Before Vist was implemented, BombBomb’s Email Optimization Team reviewed and edited the company’s five most valuable email sequences — with 95% of those modifications accepted and implemented.

Our Optimization Team crafted personalized and relevant messages through a human-centered lens, creating digital messages that are timely, applicable, engaging, and valuable.

In addition to content creation and extensive editing, each sequence had numerous, relevant links added. A link click provides a valuable sign of engagement; it validates an email open and conveys interest. Our team also provided video scripts for each email that was prescribed a video message — helping alleviate recording apprehension and uncertainty.
Then, they partnered to create a successful rollout strategy.

Initial collaboration with the company helped BombBomb fine-tune the training and Vist adoption cadence. This in-depth partnership, one included a cycle of ongoing feedback, check-ins, and interviews, helped create a tech adoption process that would work not only for them but for future Vist users as well.

Beginning with an admin kick-off call, the team and BombBomb coordinated:

- Expectations for success
- A training and education schedule for managers and sales producers to fit their specific needs
- A timeline for Vist adoption and implementation
- Their unique goals
- The email sequences would be using in Vist
- Where to leverage video within their most valuable sequences

Training sessions were divided into groups. First, managers were onboarded and trained in video and Vist. They also took an in-depth look at how many sales reps were using video, who within their teams was familiar with BombBomb, and what the video adoption process can and should look like.

After that, they began the process of team video adoption and onboarding.

Vist enables sales producers to personalize at scale in a way they didn’t or couldn’t before. But even those with video experience can be apprehensive about what to say, when to say it, and where to add video to digital communication.

To remove any uncertainty, BombBomb prescribed video in specific emails during each sequence. They also supplied video scripts (exclusive to and written during the
Once team members were onboarded, their marketing admins and BombBomb had clear visibility into who was using Vist successfully and who needed more training or encouragement. That data was shared honestly (as were the best examples, questions, and continued expectations) to set everyone up for the best chance of success.

This level of visibility, combined with ongoing communication with the BombBomb Onboarding Team, enabled managers and marketing admin to successfully guide sales producers through the adoption process.

- Video best practices
- Time-saving benefits of recording videos once (evergreen) that they can use over and over again to create recurring impact
- The influence of face-to-face communication
- How to access and use Vist

When it came time for training, their team members were coached by BombBomb's Onboarding Team on the following:

- Optimization process with talking points clarifying the information each video should highlight, what it should ask for, and a call to action for the recipient.

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**The Impact**

**Vist significantly influences revenue**

*Increased engagement, clicks, and lead conversion rates.*

Adding videos to automated email sequences greatly improved the results of digital communication.

Those sales producers who added videos as prescribed by BombBomb increased click rates in their emails by 223.6% (from 4.2% to 13.7%) — **72.6% of those clicks were on videos**. Because those videos were of real people reaching out in an authentic, human-centered way, the recipients wanted to hear from them, meet them, and work with them.

When those videos were watched? **Lead conversion rates increased by 65.5%** (from 9.7% when no video was watched to 16% when at least one was).

In addition to the direct impact on engagement and revenue, the Vist adoption process inspired team members who had never used video before to use it — successfully. Vist also saved the marketing team more 52 weeks of rep-by-rep sequence customization work, time that they’ll continue to save year after year.
What changed for the company, their leads, clients, referral partners, and entire network.

With Vist, the company’s digital communication became for and about people. With each automated email send, repeat clients, referral partners, and other recipients are reminded of the positive, differentiated experience they experienced through a familiar and friendly presence. And those new to the company’s database begin the relationship with trust in mind because they’ve already “met” a team member through video.

Their automated messaging is a powerful source of revenue because it’s now personalized, improved, and automated. All at scale. All using Vist.

Schedule a Call

Ready to learn more about how Vist can help you consistently drive meaningful and measurable outcomes by creating more effective digital communication through emotion and differentiation? Let’s schedule some time to talk.

Type in a few details, and we’ll reach out to schedule a 25-minute call.