



# Growth Story



## Domo - Scaling up global outbound sales



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### The GTM strategy

Outbound sales opportunities are nurtured and closed by Account Executive (AE) sellers who work alongside a team of global Account Development Managers (ADMs). The ADM team is primarily responsible for conducting regular prospecting to fill the AE team's pipeline. Today Domo's global sales team has 200+ reps.

### The pain points

- Overcoming impending spam filter changes from Google and Yahoo
- Protecting core email domain
- Securing sender reputation
- Maintaining sales email volume

# +10%

Pipeline conversion rate

# 75K

Risky contacts stopped

# 97%

Average Sender  
Reputation

# 2x

Increase in email  
sending volume

### The customer

Based in American Fork, Utah, Domo is a cloud-native AI and Data Products platform that empowers businesses by surfacing vital data across all departments to help improve operations and support critical decisions. Analysts find that Domo's end-to-end solutions and apps for data products unlock value for customers in record time.

### Allegrow is an award winning solution:



## How did you find Allegrow?

### LUKE

So, it was at a time when the industry was starting to change quite a bit. We had some Google and Yahoo changes impending around outbound email volume and staying secure, and we knew we had to do something in order to make sure our reputation and email volume were up.

### CALLI

Right, it was something very top of mind, so when one of our ADMs met Allegrow at a tradeshow, we started the conversation and evaluation process and ultimately decided to move forward with Allegrow.

## What is your favorite part about using Allegrow?

### LUKE

Probably my favorite part, from an operations perspective, is that our sellers get to continue to do what they're doing.

Operations and our other teams are able to configure the tool to do what we need to, to protect ourselves, without having the team members have to remember a filter or to fact-check this or that. We're able to keep their time and effort spent prospecting, while still protecting ourselves from a corporate perspective.

### CALLI

I'd say the frustrations we've eliminated. Previously ADMs would struggle to send even a calendar invite to a prospect they were engaged with, without it ending up in the spam folder. This was something that would happen on a weekly basis. Now we're a year into using Allegrow, and it's not a concern I hear anymore.

## What were your biggest deliverability concerns?

### CALLI

The biggest thing for us was protecting our corporate domain, and therefore our relationships with customers.

The last thing we wanted was for an executive to be blocked from emailing a customer because we'd been reckless in terms of how we were utilizing our email.

### LUKE

When email is one of the last touch points in the sales cycle, it's vital to make sure those emails about contracts and meetings don't land in the spam folder, and that all of the effort that goes into top-of-funnel activities isn't wasted.

We didn't want to send our outbound traffic from a different domain, and we wanted to make sure from a branding perspective the domain reputation was also being protected by the rest of the organization; IT, Marketing, Product, etc.

## What kind of results have you seen?

### LUKE

In the first 12 months, using the Safety Net (SN), we **prevented 75,000 harmful contacts** from entering cadences, which helped safeguard our domain reputation.

The SN also enabled us to run faster, and more frequent, experiments, which led to us almost **doubling email send volume while keeping bounce rates below 2%**.

Using proactive notifications, we've also managed to stay on top of our **sender reputation score, which has reached 97%**.

### CALLI

By implementing Allegrow in our outreach approach, we've managed to shift away from working on high volumes of low-quality prospects and move toward maximizing our engagement with high-quality prospects. The result of this was the **sales pipeline conversion rate from the discovery stage to the opportunities stage increased by 10%**.

## How was the implementation and onboarding process?

### LUKE

The implementation and onboarding experience was awesome. The level of effort from an operations perspective was low, you get a couple of things authenticated and connected and you're off!

### CALLI

Absolutely amazing. Our company has some unique ways that we work in terms of sales, and Allegrow has bent over backward to fit our sales process. We've also felt like we've had a partner that consults with us, helping us to understand what best practices look like.

## How has Allegrow changed the way you build sales pipeline?

### CALLI

Before we would target prospects without knowing if we were wasting our time. We would send out 12-step cadences without any visibility as to whether a user was likely to mark us as spam, engage with our emails, or even if that person still worked at the target company.

Now that we use the Safety Net, it's staggering how many emails we've caught that would have diminished our sender reputation.

I would also say we've had a cultural shift from high-volume email to common sense, in terms of who is most worth our time and resources.

Therefore, by shifting away from high-volume email, to being a lot more strategic, we're seeing an increase in conversion rates across different sales lifecycle stages.

## Allegrow is an award winning solution:

