

Notion launches inbound sales automation and increases open rates by 50%

The Client

Notion is a SaaS collaboration platform that integrates kanban boards, tasks, wikis, and databases. The company is an all-in-one workspace for note-taking, knowledge and data management.

The Problem

Notion had just worked with us to implement their Outreach.io instance and needed help getting the team up and running. With a growing sales team and little bandwidth to set up initial workflows, automation & testing, they needed a partner to help get them started.

The Solution

To accommodate the immediate needs of the team, we kicked off this project by digging into the 3 most important segments of Notion's audience. Once segmentation had been completed, copy was written using Notion's branding, voice, and marketing collateral as a guideline. Using Salesforce data like lead type, title, job function and platform usage, we worked with the Notion team to create automation triggers to power their Outreach sequences. Now that we had live data flowing into our segmented sequences, it was time to start our 3 rounds of testing & optimization. After each round of optimization, we provided our insights and learnings to the team, enabling a constant iteration on the content being sent.

The Outcome

Not only did Notion see open rates skyrocket to over 50%, but they were also able to effectively test sales messaging for the first time as an organization. This contributed to new changes and an improvement in both segmentation and lead scoring.

Why Aptitude 8?

“Working with the Aptitude8 team was nothing short of fantastic. Their professionalism, availability, and responsiveness was top notch! We are so thankful for their support in helping our company kick off our first few rounds of Outreach sequences for our new and growing sales team!” - Brittany Papenhause, Head of Sales