

How Cloudinary's SDR Team Increased Booked Meeting Conversion Rates by 29%

CUSTOMER SUCCESS STORY



AT A GLANCE

+29%

Booked Meeting
Conversion Rate

-33%

Ramp Time
for New SDRs

-40%

Manager Time
Spent on
Product Training

Overview



Location

Sunnyvale, California



Company Size

130 employees



Founded

2011



Website

cloudinary.com



Industry

Image and video management

The Company

Cloudinary is *the* media management platform for developers and marketers.

It offers clients the most feature-rich, online image and video management solution available. More than 5,000 customers and 300,000 users around the world rely on its cloud-based software to cover their every image- and video-related need.

Garrett Serviss is the Director of Global Sales Development for Cloudinary. He has successfully grown the SDR team from himself to a high-performing team of 12 that contributes to the company's rapid growth and profitability.

This is his team's success story.



The Challenge

Cloudinary's conversion rate for turning meetings set by SDRs into qualified opportunities used to hover stubbornly around 70%. That's good, but not great.

Garrett said it best:



"We're not here to create noise by setting tons of meetings. We want meetings that *close*."

Garrett Serviss

Director of Sales Development

But increasing that conversion rate had some obvious challenges.



The SDRs booking the meetings had **no visibility** into *how their meetings played out* between the account executive and the prospect.



They rarely understood *why* a meeting they booked was qualified or unqualified. Feedback from the account executive helped, but it was often incomplete, secondhand, or hard to come by.

As a result, they had no way to improve their outreach or qualification during their next round of prospecting.

Additionally, Garrett was tasked with ramping new SDRs to hit full quota as quickly as possible. That's a tall order as Cloudinary's product is highly technical with hundreds of features. **It takes a while before SDRs understand the product and its value well enough to speak resonantly with their account list.**

Garrett tried a few approaches to make this happen. He tried training his SDRs on product knowledge himself, but found it was eating up far too much of his time.

He also experimented with having sales engineers train SDRs on the product, but quickly discovered they were an incredibly expensive resource.

The Results

Garrett got the go ahead to roll out Gong.io across the sales and sales engineering teams to automatically capture and record all of their meetings and demos.

This had a profound impact on the SDR team.

29% Increased conversion rates on scheduled meetings

Every meeting the SDRs book for the account executive team is now automatically captured and recorded. These recordings serve as the **ultimate learning tool** to help SDRs understand why the meetings they book go well or poorly.

SDRs can quickly review any recorded meeting they schedule. They can better understand why it is or isn't a success, and use what they learn to improve their outreach and qualification skills.

As a result of this constant learning loop, Cloudinary's booked meeting conversion rates have soared by 29%.



33% Decreased ramp time for new SDRs

Since sales engineers' demos are now captured and recorded in Gong.io, new SDRs can use them as a learning tool to quickly master product knowledge.

It's self-directed learning at its best.

From day one, new SDRs watch a top-10 list of sales engineer demo recordings to learn everything they need to know about Cloudinary's product, and the value it provides.

As a result, Garrett and the sales engineers spend 40% less time on product training, while successfully decreasing ramp time for new SDRs by 33%.



The Takeaway



“Having Gong’s recorded demos mean our sales engineers are essentially training new hires without the cost of doing that in person. New hires watch the best demos and come to me when they’re ready to demo the product. The amount of product training I do has dropped by at least 40% and our new hires are ramping faster than ever.”

Garrett Serviss

Director of Sales Development

Get Started Today

See how the Clouldinary SDR team used Gong.io to achieve these results. Request your demo today.

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