

MAY 2024

# Zappi wins more with Atrium

Zappi Moved 50% More Pipeline  
Down Funnel and Booked 25% More  
New Business with the help of Atrium

Zappi, at the forefront of market research automation, faced challenges in harnessing sales data for **effective performance management** and creating a **culture of accountability**.

**Atrium's Sales Performance Management Solution** was pivotal for Zappi.

It enabled substantial **automation of sales management tasks** and a significant **boost in rep performance** through insightful, data-driven action recommendations.

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# Summary

With Atrium, Zappi was able to automate accountability in their sales organization, which led to higher efficiency per rep and better quota attainment across the board.

Notable results (on a per rep average) include:



## 25% More New Business Bookings

The use of Atrium's automated management and rep accountability contributed to a significant increase in new business bookings for individual reps, underscoring the solution's impact on Zappi's sales success.

25% 

## 2X More Pipeline at Mid-Funnel

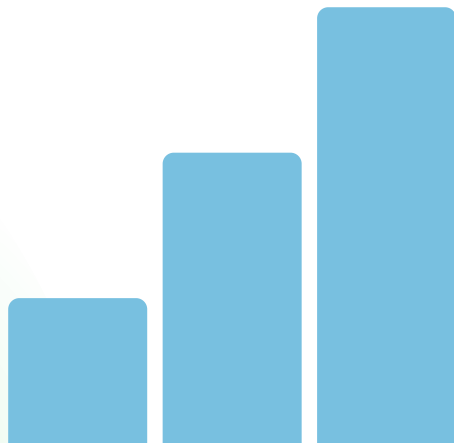
Enhanced visibility into opportunity health and automated rep action recommendations based on that visibility resulted in more robust pipeline at the mid-funnel stages.

2X 



## 2X New Pipeline Owned

Strategic insights provided by Atrium helped Zappi's reps double their new pipeline owned, reflecting more effective prospecting and qualification processes.



2X 

# Challenges Faced

Before the implementation of Atrium, Zappi encountered several obstacles that hindered the efficiency and effectiveness of their sales team, ultimately resulting in missed quotas.

These challenges included:

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**Performance Visibility:** There was a lack of clear, real-time insights into rep performance against organizational benchmarks and goals, making it challenging to provide timely coaching and support where needed most.

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**Effective Coaching:** The absence of real-time insights into sales rep performance hindered the ability to provide targeted, timely coaching and support, resulting in missed opportunities for skill development and performance improvement.

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**Goal Alignment:** Aligning sales activities with business objectives was complex and time-consuming, requiring constant re-evaluation and adjustment of sales targets and strategies.

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**Data Overload:** Zappi had access to a wealth of sales data but lacked a streamlined way to harness this information for strategic sales actions and decision-making.

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**Adaptive Response:** The team needed a way to quickly adapt their sales motion and respond to shifting market conditions to maintain a competitive edge.

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These challenges prompted Zappi to seek a robust, automated solution to streamline their sales motion through automation, provide actionable insights directly to reps, and enhance overall sales performance management.

# Solution

## WHAT ATRIUM DOES

Atrium is AI-driven Sales Performance Management that automates coaching and accountability for your sales organization.

Atrium is designed to foster a culture of performance and accountability across sales organizations, ensuring managers and reps have the resources they need to hit their targets consistently.

The solution provides the perfect blend of automation and analytics, designed to optimize sales management and empower reps with real-time performance insights, benchmarks for success, and recommended next actions to improve progress toward quota.

## KEY FEATURES USED BY ZAPPI

- **Rep Sales Coach** is an automated feature that empowers individual sales representatives with self-coaching tools, including real-time performance analytics and personalized feedback. This enhances their ability to improve skills and drive results.
- **Manager Sales Coach** is a feature that provides sales managers with automated tools to coach their teams effectively. These tools include real-time performance analytics and pre-filled 1:1 documentation, streamlining coaching processes, and enhancing managerial support for sales reps.
- **Goal tracking** enables the setting, monitoring, revising, and tracking sales targets, ensuring alignment with overall business objectives at the rep, team, and organization levels.
- **Real-time analytics** offers immediate insights and automated alerts related to sales activities, pipeline health, and performance trends and deviations, allowing quick and informed decision-making and timely intervention.

Through the strategic implementation of Atrium, Zappi has streamlined its sales efficiency and cultivated a culture of accountability that has substantially improved its sales outcomes.

# Results

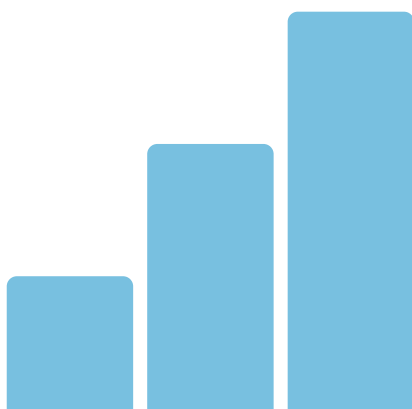
Integrating Atrium into Zappi's sales tech stack catalyzed a profound transformation for rep performance, yielding quantifiable outcomes that met their performance management and operational efficiency goals.

The strategic adoption of Atrium across Zappi's critical sales operations led to remarkable results on a per rep average basis:

## 85% Increase in New Opportunities Owned

Atrium's automated insights and recommended actions led to a more strategic approach to opportunity identification and ownership.

85% 



## 2X New Pipeline Owned

Strategic insights provided by Atrium helped Zappi's reps double their new pipeline owned, reflecting more effective prospecting and qualification processes.

2X 

## 20% More Meetings on Calendar

Automated sales coaching features significantly increased the number of sales meetings reps had, enhancing engagement opportunities with potential clients.

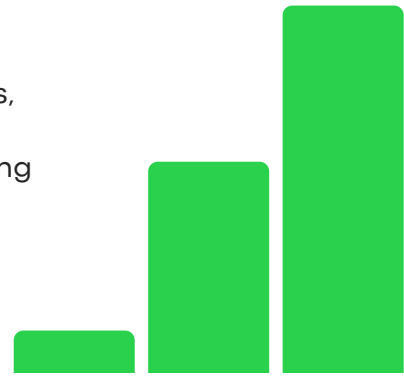
20% 



## 1.5X Average Selling Price (ASP)

With Atrium's rep and opportunity-focused recommendations, Zappi saw a remarkable increase in reps taking actions that contributed to raising ASPs, indicating higher-value deals being sourced.

1.5X 



## 2X Increase in Conversion from Discovery

Improved insights into rep behavior and opportunity recommendations led to higher conversion rates from discovery to later stages.

2x 

## 2X More Pipeline at Mid-Funnel

Enhanced visibility into opportunity health and automated rep action recommendations resulted in more robust pipeline at the mid-funnel stages on a per rep average.

2X 



## 50% More Down-Funnel Pipeline

Automated coaching on rep behavior helped increase the quality and quantity of pipeline to reach down-funnel.

50% 



## 2X Closed Won Opportunities

Completely automated coaching, encouragement, and accountability throughout Zappi's sales motion doubled the number of closed-won deals on a per rep average.

2X 



## 25% More New Business Bookings

The use of Atrium's automated management and rep accountability solution supported a significant increase in new business bookings on a per rep average, underscoring the solution's impact on Zappi's sales success.

25% 

# The Story

**From Danielle  
Marquis, VP of Sales  
Operations @ Zappi**



“As the Vice President of Revenue Operations at Zappi, I've been at the heart of transforming our sales motion.

Like many fast-growing companies, we faced operational challenges that kept our sales teams from fully realizing their potential.

While our business was strong, there was an opportunity to enhance our sales performance and operational efficiency to match our ambitious growth targets.

The manual tracking and analysis of our sales data needed to be more efficient, and we needed to instantiate a performance management culture to drive our sales motion.

When our leadership team first encountered Atrium's solution, they were skeptical but intrigued. In the past, we thought the challenges we faced were typical and there wasn't anything we could do about them. We thought we'd be stuck with an inefficient sales motion, lack of accountability, and inconsistent frontline management.

Atrium's solution is a complete framework that promises to change organizational mindsets towards accountability and enhanced performance management.

The implementation process with Atrium was seamless. It was structured to build on our existing strengths and was integrated smoothly with our operations, respecting the workflows we had honed over the years. This approach made the transition feel like a natural evolution rather than a disruptive change.

In addition to Atrium being exactly the tool we needed to drive rep improvement in our sales organization, their team's expertise, recommendations, and support have been vital to the partnership's success.

Using Atrium daily has enhanced our sales organization's operations. Their automated sales coaching, goal tracking, and real-time insights/actions have become integral to our workflow, enabling us to make more informed and agile decisions.

The transformation in our team's productivity and morale has been palpable, with significant increases in sales efficiency and new business booking outcomes. Notable is the increase in our per-rep average efficiency. Reps are, on average, significantly more efficient after incorporating Atrium into their workflow.

The tangible results speak for themselves. Since implementing Atrium's Automated Sales Performance Management Solution, we've seen incredible outcomes.

With the help of Atrium's Automated Sales Management, we saw 50% more pipeline reach down funnel stages and a 25% increase in new business bookings on a per-rep average. More than the metrics, the enhancement of our team's engagement throughout the sales motion and the visible increase in output of the right actions that lead to results underscore our success with Atrium.

Today, Atrium is an essential part of our go-to-market strategy and a core component of our operational sales muscle. We can't do without the accountability and performance enhancements it has fostered within our team.

Thanks to Atrium, we consistently meet our goals. As we continue to evolve, we do so with the confidence that our sales motion will continue firing on all cylinders with Atrium.

The journey has been incredible, and I'm excited for what's next."

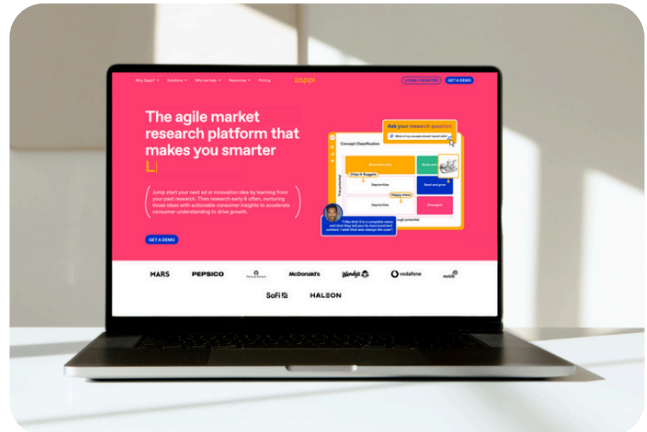
~ Danielle Marquis, VP of Sales Operations @ Zappi

# About Zappi

## COMPANY OVERVIEW

Zappi is a company that provides an automated market research platform. It offers insights through a range of tools to help businesses make better decisions. Zappi's platform allows companies to test concepts, products, packaging, advertising, and other marketing communications with target consumers quickly and efficiently.

The platform uses technology to streamline the market research process, making it faster and more cost-effective than traditional research methods. This enables brands to iterate on and optimize their offerings based on consumer feedback, ultimately aiming to improve their market fit and performance.



## INVESTMENT

Private Equity Backed

## EMPLOYEES

300 Employees

## HEADQUARTERS

Boston, Massachusetts

**Automating the hard parts of sales management leads to better accountability, as seen in Zappi's success.**

**Learn more about how Atrium can help you.**

**Do you want to feature your team's success with Atrium in a case study?**

**Email us to get started.**