



Case Study

How Domo closed 22.5% more deals with Humantic AI

Learn how Domo, a NASDAQ-listed Data Experience platform, drastically improved both its top-of-the-funnel and bottom-of-the-funnel metrics using Buyer Intelligence by Humantic AI.

2.1x

More Meetings Booked

22.5%

More Deals Closed

27%

Increase in Lead to Opportunity Conversion



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Mohammed Aaser, Chief Data Officer, Domo

“With Humantic AI, our AEs are having more tailored conversations, leading to a significant improvement in conversion rates of about 22% on the average. It's an edge for those with a strong foundation, transforming how we connect with clients.”

About The Company

Founded in 2010, Domo is a NASDAQ-listed Data Experience platform that helps businesses make smarter decisions with data. Today, it's one of the top business intelligence solutions in the world with over 2600 customers globally.

FOUNDED:
2010

HEADQUARTERS:
American Fork,
Utah

INDUSTRY:
Business Intelligence/
Data Analytics

KEY PRODUCT:
Domo Business
Cloud

Domo's revenue motion is spread across two teams:

Account Development Management (ADM):

Domo's ADM team is similar to a BDR or SDR team and handles pipeline generation.

Account Executives (AE):

The AE team focuses on closing the pipeline generated by the ADM team as well as generating its own pipeline.

The Challenge

By the end of 2022, Domo was feeling the impact of the larger macroeconomic conditions — there was a decline in its stock price along with a slowdown in revenue growth. Customer retention rates were heading downwards as well.

The Objective

Domo's new Chief Data Officer, Mohammed Aaser, had studied the impact of Personality AI during his stint as the CDO of McKinsey. He was excited about its potential. He believed that shifting to a buyer-first approach and prioritizing authentic relationships in sales could make a significant difference.

In this environment, Domo was introduced to Humantic AI — a **Buyer Intelligence platform grounded in personality models like DISC, OCEAN, and more.**

The Solution

However, Personality AI-based Buyer Intelligence was a relatively new concept back in 2022. Therefore, Domo's leaders decided to run a small pilot and quantify Humantic AI's potential before making a final go/no-go decision.

They wanted to address one question:

What kind of impact can a 'Buyer-First' approach and Personality AI-enhanced personalization have on Domo's revenue trajectory?

The Pilot Program

A 6-week long pilot program was initiated in late 2022 where 10 members from each of the AE and ADM teams were given access to Humantic AI. At the end of the pilot, each team gave its feedback on how Humantic AI's personality insights helped them when selling to prospects.



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Nathan W., Mid-market Account Executive, Domo

“Being able to see a breakdown of what a contact might like or dislike as you approach them is a great way to really humanize every interaction, instead of automating it for convenience's sake and hoping for the best.”

The ADM team, on the other hand, ran two A/B email campaigns - one marketing and one BI prospects - focused, to measure Humantic AI's impact on lead generation and meeting bookings.

69%

Increase in Open Rates

201%

Increase in Click Rates

89%

Increase in Replies

And the highlight – **for every one meeting booked using regular workflow, three were booked using Humantic AI enhanced personalization.**

Doubling Down On Humantic AI

Happy with the results of the pilot program, Domo decided to adopt Humantic AI and roll it out to more members of its ADM and AE teams. 50 sales reps across both teams were given access to Humantic AI, which was further expanded to 70+ reps after 12 months.

Nearly two-thirds of the team have now integrated Humantic AI into its outreach workflow – with 75% reporting it as useful.

According to Dan Wells, VP of Account Development at Domo, a lot of the efficiency-focused sales tools in the market today have removed the human element from conversations. They play the math game: more emails, calls, and meetings.

But he believes that it is now time to return to a human-first approach and understand both a company's needs and a buyer's motivations before making contact.

After implementing Humantic AI, the sales team saw a significant improvement in three key areas –

1. Personalized Prospecting:

To build rapport early, Domo ADMs began tailoring their outreach (content and tone) via email, calls, and LinkedIn for each prospect with ease. The fact that **Humantic AI has a native integration inside most CRMs and Sales Engagement platforms** made adoption effortless.

In Domo's case, its ADM team heavily used Salesloft – a popular Sales Engagement platform - and Humantic AI had a ready integration in place. This helped the ADM team get buyer insights and tailor their pitch without adding extra steps into their workflow – one of the main reasons for the ineffective adoption of most Sales Intelligence tools.

The screenshot shows the Salesloft interface. On the left, the 'People' section for 'Amarpreet Kalkat' is displayed, showing a profile picture and a 'Quick Actions' section with buttons for Email Saved, Cadence, Meeting, Task, and Success. Below that is a 'Stats' section with metrics: Calls Logged (25), Emails Sent (15), Opened (15), Clicked (10), and Replied (7). On the right, an email draft is open to 'Amarpreet Kalkat' (Saved 6:22 PM). The draft includes a 'Trust in Sales Success' message and a personality insight card: 'Amarpreet has a Ds personality type, hence this message is written in a concise, confident but formal tone and languages. Can get 131% more conversion.' Below this is a yellow callout box containing a quote from Mila: 'Great to connect with you! I am sharing a bit more about Humantic AI. Humantic AI provides sellers Buyer Intelligence that was previously impossible. Its behavior predicting 'Personality AI' ensures that sellers truly understand every detail about their prospects and can become 'buyer first' in every interaction. It is trusted by industry leaders across sectors – enterprises like AWS, Tech Mahindra, Sandler, Happiest Minds. They see an average pipeline impact of 109% and a topline impact of 16.2%. How about we connect this week or the next?' The callout also includes the text 'Thanks, Mila | Humantic AI Gartner 2024 Sales AI Cool Vendor' and a green toggle switch.

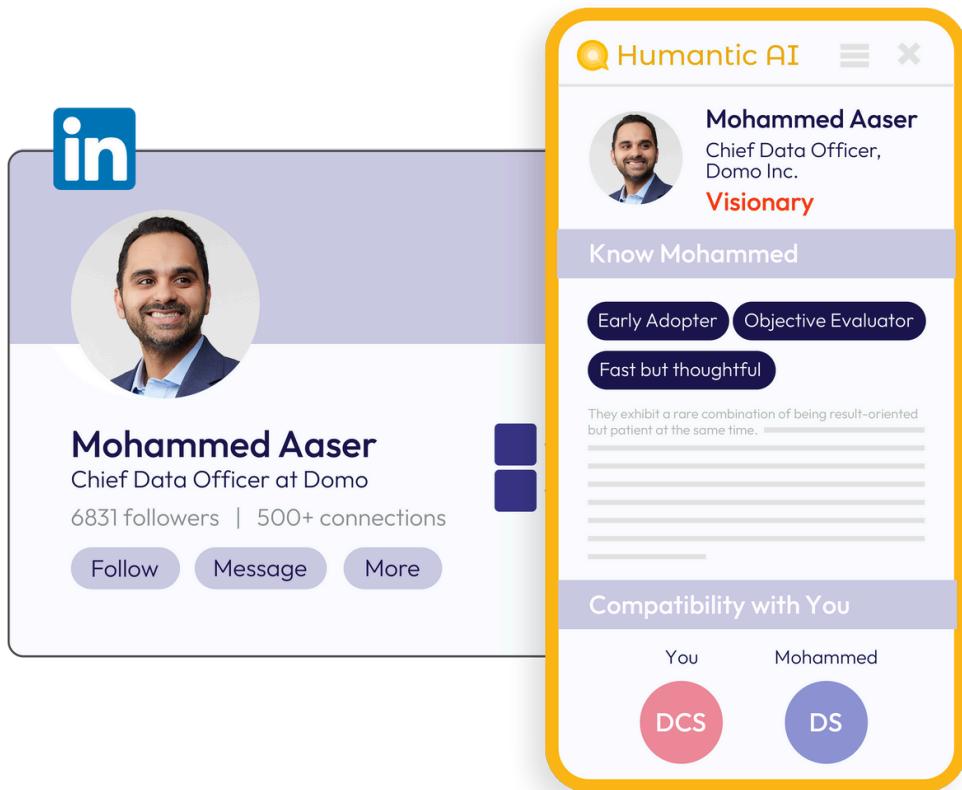


Willie Okwuonu, Account Development Manager, Domo

"Humantic has become an integral part of my checklist before interacting with any serious prospect. As you get more used to the tool you can pull up a profile and skim the content and have a good feel for how you want to approach that interaction on the fly with confidence."

2. Buyer Intelligence Enhanced Selling:

Domo's AE team started using Humantic AI generated buyer profiles to prepare for all interactions with prospects – demos, sending follow-up emails, negotiation & objection handling, and more. This includes using Humantic AI insights (specifically what they value and how they prefer to communicate) for all members of the buying committee and not just the stakeholders that they are directly engaged with.



Humantic AI's Chrome Extension Provides DISC Personality Insights Of Buyers On LinkedIn

Today, it's one of their top three sources of insight (along with company research and market intelligence) for qualifying leads and developing effective engagement strategies. In fact, in a [video interview with Humantic AI](#), Domo CDO Mohammed Aaser states **reps who used Humantic AI to tailor conversations saw a 15-30% improvement in win rates when compared to those who didn't use the platform.**

For a company adding **\$10M** in new revenue in a year, this could mean **\$1.5-3M** in additional revenue, with a **50-60X** ROI on its investment

3. Personality Enhanced Lead Scoring:

While the Account Executives (AEs) initially used Humantic AI's personality-enhanced buyer insights to guide their engagement strategy, with time they uncovered a pattern: **a prospect's personality type was a strong indicator of their likelihood to convert.**

This led to the Domo Data team taking up psychographics-based buyer segmentation — using past win/loss data to score leads based on their personality type and predicting who would be more likely to become its customer.

For example, Domo found that:

- They usually win deals where the buyer has a Dominance/Influence or Influence/Steadiness DISC personality type.
- On the other hand, Conscientiousness/Steadiness and Steadiness personality types were more difficult to close.

Domo's CDO, Mohammed Aaser, says it's helped them create a culture where personality types are considered no matter who you're having a conversation with. That way, **sellers are getting to the right person with the right approach** — leading to a decision that's a good outcome for everyone involved.

The Results-1 Year Later

What Domo saw during the 6-week pilot was reinforced many times over when it analyzed Humantic AI's complete impact one year later. Across more than 1000 deals from February 2023 to February 2024, Mohammed Aaser and his team found something remarkable — a significant increase in most across-the-funnel metrics.

To sum it up, within a year, Domo saw:

- **37% increase in Sales Accepted Leads (SAL) to Wins – 22.5% directly attributable to Humantic AI on the average**
- **27% improvement in conversions from Sales Accepted Leads (SAL) to Sales Qualified Opportunity (SQO)**

Domo has now made Personality AI a core part of its sales strategy. And pleased with Humantic AI's results, it continues to pursue a 'Buyer-First' journey — and creating a sales mindset that balances relationship-building with achieving sales targets.



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Dan Wells, VP of Account Development, Domo

“My advice to BDR leaders is to give Humantic AI a real shot and trust the math. For our team specifically, beyond impacting direct BDR metrics, the down-funnel impact has been incredible too.”

About Humantic AI

Humantic AI provides previously impossible intelligence about buyers to salespeople. Unlike most AI solutions that focus on the seller, Humantic AI's behavior-predicting 'Personality AI' focuses on the buyer instead. Combined with Gen AI, it humanizes buyer experiences while providing the highest in-class ROI

109%

Average increase
in Pipeline

16.2%

Average Boost in
Closed/Won Revenue

36%

Average Increase
in Deal Velocity

Customers include industry pioneers across a variety of sectors like AWS, Cushman & Wakefield, NextEra Energy, GitLab, Mitel, Domo, and Sandler Training. Humantic AI is also taught as part of coursework at universities like Indiana University and Baylor University.

Schedule a demo to learn more about how Humantic AI's Buyer Intelligence Platform can help your sales team become buyer-first

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