



How Hailey HR Increased Qualified Leads and Built a Stronger Sales Pipeline with BusinessWith

From visibility challenges to a predictable flow of high-quality leads

Hailey HR, a fast-growing provider of modern HR systems, had built a product that was both flexible and user-friendly — designed to automate processes and ensure GDPR compliance.

Yet, like many companies in a competitive HR tech space, they faced a familiar challenge: getting in front of the right buyers at the right time.

By partnering with BusinessWith, Hailey HR was able to position themselves directly in front of high-intent decision-makers — resulting in a significant increase in qualified leads, stronger pipeline growth, and measurable ROI.

About Hailey HR

Hailey HR offers a comprehensive HR platform designed to simplify and automate HR processes for modern organizations. With a strong focus on usability and compliance, they help companies streamline their people operations while staying aligned with regulatory requirements.

The Challenge: Standing Out in a Crowded Market

Operating in a highly competitive HR technology landscape, Hailey HR faced several key challenges:

- Limited visibility among high-intent buyers
While their product was strong, reaching decision-makers actively looking for HR systems proved difficult.
- Difficulty generating qualified leads at scale
Traditional marketing efforts did not consistently deliver prospects with clear buying intent.
- Need to build trust and credibility early in the buyer journey
In a category where trust is critical, they needed stronger social proof and positioning. Ultimately, this meant that despite having a compelling offering, growth was constrained by access to the right audience.

The Solution: Positioning Hailey HR Where Buyers Are Already Looking

Through their partnership with BusinessWith, Hailey HR gained access to a highly targeted and intent-driven audience.

At the core of this was SystemGuiden, BusinessWith's data-driven recommendation engine that matches companies with relevant system solutions based on their needs.

This enabled Hailey HR to:

- Appear directly in front of decision-makers actively searching for HR solutions
- Capture demand instead of creating it from scratch
- Align their offering with specific buyer requirements

In addition, BusinessWith strengthened Hailey HR's positioning through:

- Customer reviews and social proof, increasing trust early in the process
- Targeted campaigns and premium placements, ensuring consistent visibility
- Clear highlighting of their unique strengths, making it easier for buyers to choose them

How It Works in Practice

When a potential buyer enters BusinessWith's platform to find an HR system, they are guided through a structured process where their needs and requirements are mapped.

Based on this data:

- Relevant systems, including Hailey HR, are recommended
- Buyers encounter validated providers, not just generic options
- Social proof and positioning help them make faster, more confident decisions
This means Hailey HR is not just visible, they are visible in the exact moment a purchase decision is being shaped.

The Results: More Qualified Leads, Stronger Pipeline, and Clear ROI

The impact of the partnership was both immediate and measurable.

1. Increased volume of qualified leads
Hailey HR saw a clear uplift in inbound leads, with a significantly higher level of relevance and intent.
2. Stronger and more predictable sales pipeline
By consistently reaching decision-makers already in-market, BusinessWith became a key contributor to pipeline growth.
3. Tangible revenue impact and ROI
The collaboration generated new business opportunities that translated into real revenue, delivering a return that exceeded expectations.
4. Enhanced credibility and trust
The presence of customer reviews and social proof strengthened Hailey HR's brand and made it easier to convert prospects.
5. Data-driven insights for continued growth
BusinessWith's analytics provided valuable learnings, enabling Hailey HR to refine their marketing and go-to-market strategy over time.

A Key Growth Driver Moving Forward

For Hailey HR, BusinessWith has become more than just a marketing channel, it is now a strategic growth engine.

By combining intent-driven exposure, strong positioning, and continuous insights, they have built a scalable way to reach the right buyers, strengthen their brand, and accelerate revenue growth.



"BusinessWith played a pivotal role in building our sales pipeline and generating new revenue, delivering significant ROI that exceeded our expectations."



Henrik
CMO Hailey HR



Abdalla
CMO BusinessWith

