In a highly competitive market, Doppler leverages memoryBlue to maximize value for outbound leads and meetings

Doppler

About Doppler

Doppler specializes in secrets management, automating API key rotation for development teams, with a strong customer base among DevOps leaders.

> *"We started with memoryBlue unsure if outbound could work for us again, and now it's a core driver of our growth. Our demo volume and pipeline quality have transformed."*
>
> **Amber Britton,**
> CEO at Doppler

Overview

Doppler, a leader in secrets management for DevOps teams, faced significant challenges scaling its outbound lead generation and pipeline progression. Initially skeptical about the viability of outsourced sales development, Doppler needed a proven partner to test, refine, and validate their sales development strategy without the risks associated with internal hires.

memoryBlue's targeted and consultative outbound sales approach helped Doppler revamp its sales process, dramatically increased the number of demos booked, and validated outbound sales as a crucial strategic growth lever.

The memoryBlue partnership

Starting in July 2024, memoryBlue began a dedicated outbound sales campaign with Doppler. The early months presented hurdles, with initial quality and conversion challenges. Through strategic, data-driven refinements—regular feedback loops, detailed account scoring, and tailored outreach—Doppler saw substantial improvement.

The memoryBlue partnership

Key elements of the strategy included:

- **Consultative sales development:** SDRs moved beyond simple meeting booking, becoming integral to the mid-funnel sales process—handling initial intro calls, detailed follow-ups, and multi-step meeting progression.
- **Pipeline process optimization:** memoryBlue proactively audited Doppler's sales process, resulting in significant changes to demo structure, follow-up strategy, and pipeline scoring methodologies.
- **Global market reach:** memoryBlue identified and adjusted to international outreach requirements, notably Europe and India, expanding Doppler's market penetration significantly without additional operational complexity.

Results

- MemoryBlue averages booking 16 outbound demos a month, which is a 100% increase from before the relationship started.
- Strategic pivot toward targeting larger, enterprise-level prospects, fundamentally reshaping Doppler's go-to-market strategy.

> *memoryBlue wasn't just an outsourced sales function; they became our strategic partner, constantly improving our processes and opening new market opportunities we had never considered.*
>
> **Amber Britton,**
> CEO at Doppler

What's next?

Doppler has hired their memoryBlue SDR full-time, leveraging the skills and market knowledge developed during the engagement.

This transition enables Doppler to scale their sales function with talent already proven in their market and operating model, supporting continued growth and expansion.

Why the partnership works

- **Precision targeting:** Accounts prioritized using intent data, growth signals, and real-time feedback loops.
- **Consultative and adaptable approach:** Continuous refinement based on detailed analysis of buyer personas, outreach timing and account performance.
- **Mid-funnel management:** SDRs handle follow-ups and meeting progression, significantly freeing Doppler's internal resources to focus on strategic sales.

Copyright © 2025 memoryBlue. memoryBlue and the memoryBlue logo are properties of memoryBlue. CSDoppler072825