

Connecting Companies to Drive Growth

How Insight Partners leveraged Hivebrite's platform to overcome its community challenges and level-up its virtual community for its portfolio companies.

Key Facts



Grew active user base **5x in 3 years**



Drove **30% increase** in live virtual event attendance



60% increase in asynchronous virtual event viewings



The Challenge

Insight Partners is a successful venture capital firm that invests in high-growth technology and software companies.

With a portfolio of over 400 startups, including DocuSign, Shopify, and Twitter, it prides itself on providing its portfolio companies with resources and expertise to help them scale and succeed.

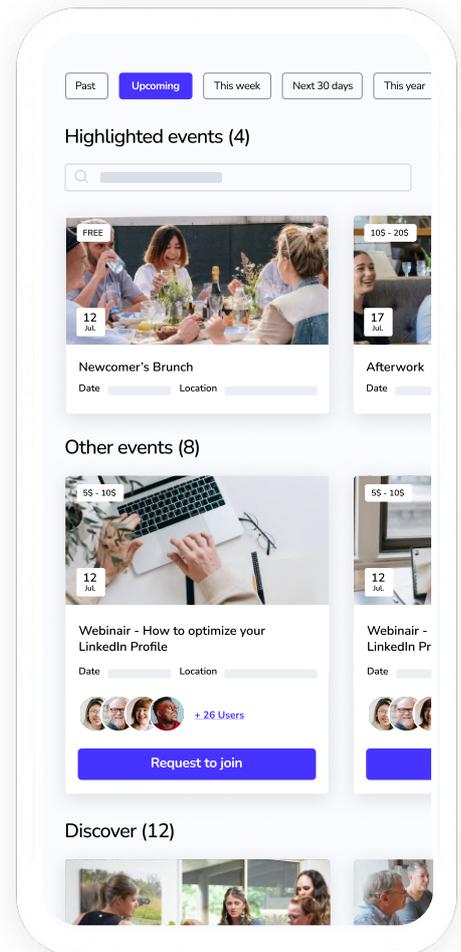
It had created a community to help its portfolio companies collaborate and grow together, but as its community grew, it needed a more robust platform with a mobile app option to make virtual event attendance seamless.

The Hivebrite Solution

Hivebrite has enabled Insight Partners to level-up its virtual community for its portfolio companies, creating an all-in-one hub with a mobile app for information sharing, engagement, and collaboration.

Within three months, the firm was able to seamlessly replace its former community setup with Hivebrite's modern and intuitive platform. User engagement immediately increased, specifically the KPI for the platform switch: Increased attendance and engagement at virtual events. With Hivebrite, Insight Partners saw a 30% increase in events attendance, and a 60% increase in past event recording views

Today, Insight Partners has grown to hosting two communities on the Hivebrite platform, with over 5,000 active users.



“ Hivebrite provides a forum for our portfolio companies to quickly and easily connect with each other to discuss challenges they’ve seen and how to solve them. By expanding the community to include more than just the C-suite, we’re able to generate greater idea sharing, increase traffic to events, and ultimately drive more value to our portfolio companies. ”

Christina Nanfeldt, Portfolio Engagement Manager