



About the Company

Themis is a compliance collaboration company designed to help banks, fintechs, and regulated institutions build stronger compliance frameworks.

Results

Dozens

of inbound leads from single viewing of hype video

Show your product at its best—fast.

Cut through the noise with product videos your audience actually wants to watch.

[Book intro call](#)

Themis drives new leads with a fresh, modern take on the product video



Neepa Patel

Founder and CEO, Themis

"The **speed and quality** [of Product Hype] was top-notch. There was no cutting in quality, no shortcuts. It was a great process for Themis from start to finish."

Overview

As a fast-growing startup without a sales team, Themis prioritized generating leads from their live events. They knew product videos were an incredible way to generate hype for their product, but were under a tight deadline for a new product video before an upcoming event.

Challenge

- In an industry where competitors' software is old, Themis' innovative offering needed to stand out
- Required quick turnaround time for new product video before launch event

Why Product Hype

- Even with complex nature of the content, the Product Hype team helped nail positioning and messaging
- Themis was on a tight deadline, but product video was delivered ahead of schedule

Results

- New product video shown at new product launch, leading to dozens of inbound leads
- 50% of attendees at second event converted into leads after viewing video

Summary

Themis' Founder and CEO, Neepa Patel is particular about product explanations, but was wowed with the Product Hype team's work on their first video. After a wildly successful initial product video that drove dozens of leads, Themis is eyeing up their next project. Without a sales team, Product Hype has helped give Themis a microphone to a product that speaks for itself.