

CUSTOMER RESULTS

LUMEN®

At a glance

This client had a weak brand presence in their target category and a limited pipeline to match. However, with a solid product-market fit, they capitalized on the opportunities we created, achieving substantial top-line growth and securing a strong influx of net new customers.

📍 North America

CHALLENGES

Recognized as a house brand, they needed to scale visibility into their high barrier to entry SaaS offering. As a low-hanging fruit, they didn't have the right visibility in the market or which prospects would be the right fit for the product. Brand-based bidding and low 3rd party brand presence kept them narrow-focused without realizing the market demand potential for the product, leaving pipeline and opportunities on the table.

SOLUTIONS

We thoroughly researched their Total Accessible Market (TAM), Ideal customer profile (ICP) and prospect pain points using the categorized target audience personas we developed a clear go-to-market strategy. Built TOFU and BOFU thought leadership content and distributed it across web channels to enhance organic traffic quantity and quality. We set Paid Search to run beyond 'Brand' but capture cold traffic and leads to nurture throughout the pipeline, keeping the product UVP in mind. Driving further awareness through optimizing its presence on trusted sources helped this brand generate opportunities from new prospects at an accelerated pace.

Key Metrics

This business needed to increase the number of ICP focused leads they saw. Factoring in historical pipeline conversion ratios & a knowledgeable sales team we knew the revenue would follow.



64%

Increase in ICP focused SQLs Year over Year



35%

Increase in revenue

SUPPORTING FACTORS



Alignment with Marketing, Product and Sales teams.



Quarterly Business Reviews + Strategy



Timely Communication + Account Management