

Some of the clients we've helped to scale enterprise value with marketing







jumio

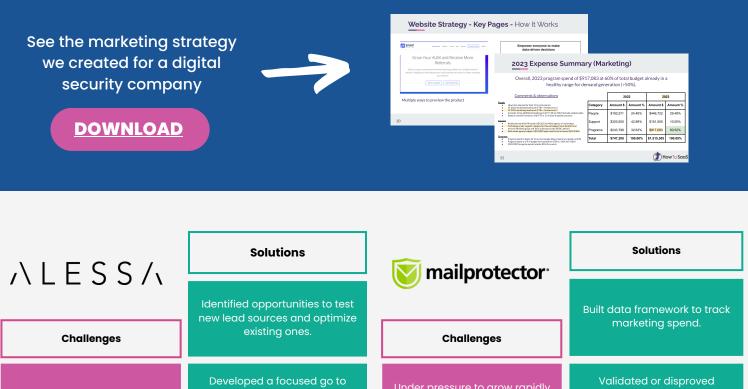
team structure. Built out role

descriptions and advised during the hiring stage.

FORTRA



🎇 BALLAST POINT VENTURES



Under pressure to grow rapidly Missed sales targets due to a market to target 'best fit' demand gen theories. Clarified after a significant recent funding round. lack of quality pipeline prospects with highest ACV generating revenue. Analyzed marketing and sales Explored new demand Single channel lead flow. Reliant Unfocused go to market generation channels to strategy, with many customers acceptable cost per broaden demand generation pipeline that missed some opportunity and budget reach and improve Developed new marketing Limited capacity to scale marketing due to lack of Opportunistic approach leading Two-pronged approach of



to highly customized features to meet individual needs.

Mike Devine CMO, Fortra

inbound and ABM motions for

different market segments.

How To SaaS is one of the best partners I've worked with. The team was extremely pragmatic and focused on the highest value areas. Our team is much better positioned now to further grow marketing contribution to pipeline and generation more winnable SQLs.

dedicated marketing team.

Learn how we can help your business scale with marketing optimization

BOOK A CALL