

How a small company, understanding content needs, quickly turned a low value niche customer base into US\$1.5 million in pipeline sales



SITUATION

Couchbase provides database engagement solutions using open source software and has a niche customer base of low value very technical focused customers. To grow it needs to cross sell and upsell value to these customers and find new

customers while this would mean moving into areas occupied by strong competitors such as Oracle. To do this they needed to broaden their list of contacts, modify their technical content for business decision makers, and understand more about the content needs of their new prospects.

PROCESS

The solution focused on account segmentation, developing personas and investing in content. Using their sales team to provide an account list they then used Bombora intent engine to provide another layer of intelligence enabling them to rank the accounts in a priority order of those most likely to buy first. Developing personas was primarily achieved through a series of workshops with customer facing employees to help them better understand the different influencers in the buying cycle and content needs. Using employee feedback and intent data on search terms and assessing the volume of interest in key words they were able to get a good mix of gut feeling and hard data to support their content choices.

RESULTS

Using primarily LinkedIn they have been able to generate over US\$1.5 million in pipeline sales and are now active in the second phase of investing more time with those accounts that are heavily engaged with them.

KEY TAKEAWAY

Using technology and customer facing employees enabled Couchbase not only to identify the right decision makers but also better understand their content needs, enabling them to adapt their existing content to great success.