

CUSTOMER SUCCESS STORY:

umentoo and tractionwise



Go to Market in the CIO 500 League

With the help of tractionwise services, aumentoo GmbH succeeded in sharpening its customer profile and optimizing its marketing and sales activities target-oriented within a few weeks.



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The Challenge

The Kempten-based company aumentoo GmbH develops and operates a software platform for strategic corporate development. At the start of the project, this self-financed startup had a large pilot customer and a limited number of leads to work with.

The challenge was to sharpen the not very precise customer picture. The goal was to develop a customer profile that went beyond just company segmentation. The related question was: What does the buying center in a CIO500 company look like? Who can influence the buying decision in corresponding companies?

The Solution

At the beginning of a 3-month ramp-up phase, we set the goals of the collaboration with aumentoo. These were the above mentioned challenges. To create a basis for our work, we first separated the different lead phases from each other and defined conversions and hot leads.

In the best case - this was the predefined objective - the tractionwise services would create a complete picture of potential sales situations and sales channels.

At the beginning of our collaboration with aumentoo GmbH, the process involving the positioning of the company had not yet been completed. In addition, it was first necessary to define more precisely in which category aumentoo GmbH and its product would be placed.

As a next step, the optimization of the distribution channels was to be tackled: Desired was the development of a comprehensible and preferably scalable pipeline process. Via functioning channels, qualified and hot leads were to be generated out of previously not realized, potential customer contacts.

To achieve this, we supported aumentoo GmbH both strategically and operationally. Working as an extended marketing arm of the company, we provided theoretical input as well as practical impetus.

As the first step, we worked with aumentoo GmbH to create detailed customer and user profiles. A key question was: Who could benefit from the aumentoo software solution in the target segment of CIO500 companies (greater than €1 billion in sales) in the DACH region? And why? How can we reach potential customers?

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By developing a list of target customers and having initial conversations to develop the customer, we identified key content facts at different levels. We assigned specific keywords to the product at the impulse and demand level as well as at the solution and supply level.

Through this matching, we were able to create the right content for the corresponding customer profiles. We were able to develop measurable and testable content for social media, written correspondence and finally the personal conversation.

The Benefits

With a roadmap for the Go-to-Market, the aumentoo team received support for the company's initially rudimentary marketing and sales structure. The sharpened customer profile led to more focused marketing activities so that the limited resources were used optimally.

With this initial content, aumentoo GmbH established the communication basis for its own positioning. At the same time, the range of products was equipped with high-quality content elements. Through this clearly defined content structure, the leads experienced added value with every company contact.

The Future

The introduction of tractionwise Managed Services at aumentoo laid the foundation for scalable marketing, initially in the DACH region and later beyond.

By defining its own category and positioning, aumentoo GmbH succeeded in a customer-centric Go-to-Market. The marketing and sales department was strengthened sustainably and in the right places and organized efficiently. Thanks to the use of clearly defined key figures and measured successes, data-driven optimizations are already a reality.

As a result, the marketing and sales department can be sustainably increased in the right places over time and quickly brought into efficiency.

Thanks to the use of clearly defined key figures and measured successes, data-driven optimizations are already a reality.
