My FY23 Highlights

Product & Customer

Exclaimer

Focus Areas

①	②	③	④
New Logo	**Convert**	**Adopt & Expand**	**Advocate**

New Logo
- ICP & personas
- Messaging & narrative alignment
- Market, customer, comp. intel
- New product / feature launch & alignment to key personas

Convert
- Trial / PLG motion & comms
- Enablement (direct + channel)
- Market & persona knowledge
- Content & sales assets
- Win / loss

Adopt & Expand
- Customer engagement & education
- Feature usage expansion
- MGT to PRO upgrade
- Migration

Advocate
- Customer stories & reviews
- Customer referral program

Exclaimer

New Logo

How I helped drive net new ARR

01

ICP & Personas

Understand & personalize

- Deeper research into our core personas – esp. marketing; part of various leadership groups
- Refined our messaging and narratives based on learnings
- Created more relevant and compelling content and narratives to support campaigns + sales

02

Messaging

Consistent & aligned

- Aligned marketing, product, and sales teams to ensure a consistent product and brand story
- Created outreach sequences tailored by persona to improve open and CTR
- Vertical market messaging aligned to sales / marketing ABM and target lists

03

Intel

Outside-in

- Created a customer feedback program to support product and GTM improvements
- Continuously engage with and use analyst insights to improve GTM messaging and process

04

Product/ Feature

Maximised Impact

- Ensure our product is fit for our target audience
- Align product releases to our target personas
- Build value-based messaging that clearly aligns with our target audience
- Drive releases through new product release process to maximise impact

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Convert

Helped improve MQL creation and MQL → SQL conversion

01
PLG / Trial

Increased successful trials

- Increased conversion to trial from website through tailored messaging and user centric website placement
- Improved trial setup success with in-product and supporting content / comms.
- Optimize sales cadences

02
Demos

Drive requests & conversions

- Streamline the demo booking process to increase the conversion rate and reduce time to first call
- Refined sales demo environment and process by persona

03
Enablement

Drive sales velocity & win rate

- Helped sales teams better understand our personas, their pains and needs
- Collated customer quotes & stories for easy access during discovery or demo calls
- Created a new enablement platform as a single source of truth; tracked sales usage and customer engagement with content

04
Win / loss

Insights TK

- Use surveys and data analysis via new CI platform to better understand why we win / lose opportunities
- Feed insights into sales, product, marketing, customer, and support teams to improve positioning, messaging and pitches

Exclaimer

Adopt & Expand

How I help customers achieve greater value

01
Drive engagement

Tailored outreach

- Know our users: identify user personas to deliver a more personalised experience
- Collaborate with customer team to create opportunities for customer education e.g. webinar series. Tailored by personas

02
Usage expansion

Showcase value

- Drive greater feature adoption by targeting and tailoring messages and content to relevant personas
- Support efforts to surface capabilities in-product, including guides and videos

03
Tier upgrades

Increase PPU

- Drive incremental revenue by showcasing capabilities of higher tier products – e.g. MGT to PRO for both marketing and IT audiences
- Focus on both campaign and in-product channels to drive upgrades

04
Migration

Up to the cloud

- Double down on on-prem to cloud migration as we near the end of support
- Refine message to clearly demonstrate our ability to support hybrid environments
- Drive direct outreach that will inform channel programs

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Advocate

How I help our customers spread the word

01

Stories & reviews

Don't take our word for it

- Advocacy program to drive a step change in customer quotes and stories
- Focus on driving more positive reviews on 3rd party review sites – improve ratings compared to key competitors
- Provide sales with easy-to-consume stories to weave into sales motions
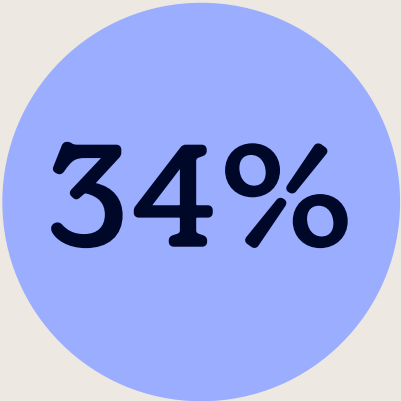
02

Referrals

Share your success

- Customer referral program to incentivize customers to introduce us to their peers
- Create a source of greater advocacy

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Sales Enablement Site

FY23 Results; Launched June 2023

1.6k
File Downloads
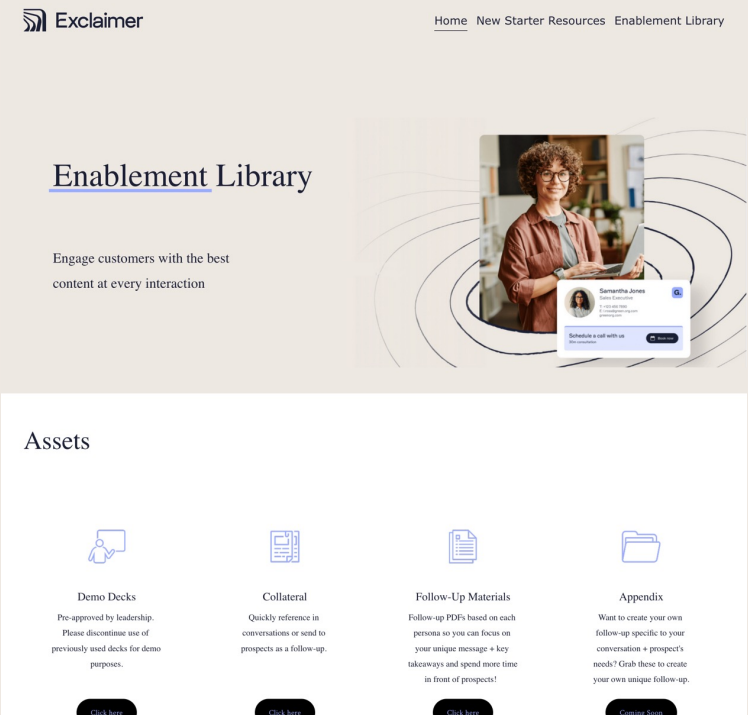
34%
WAU/MAU
User Stickiness

1.8k
Visits
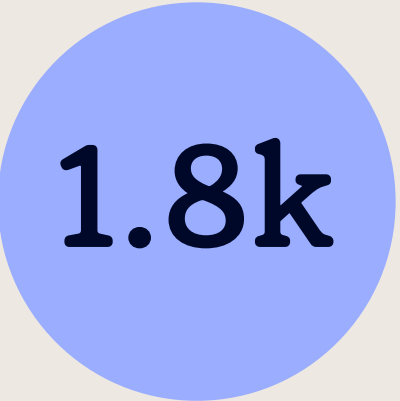
6.2k
Page Views

Interactive Product Tour

Creative & Results
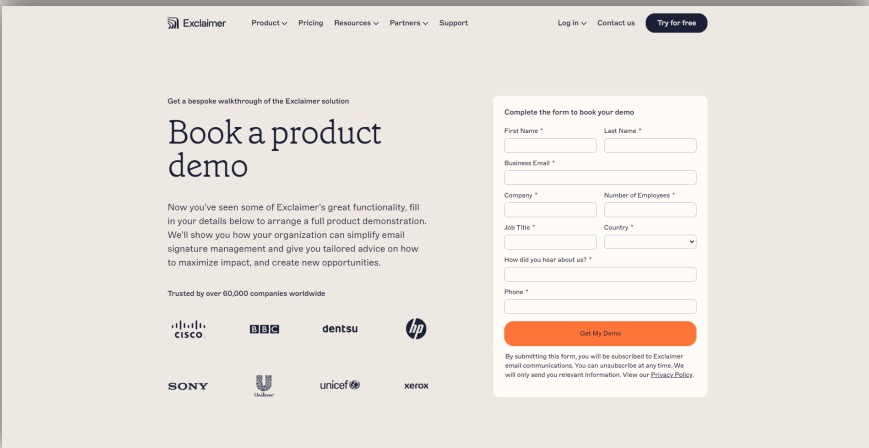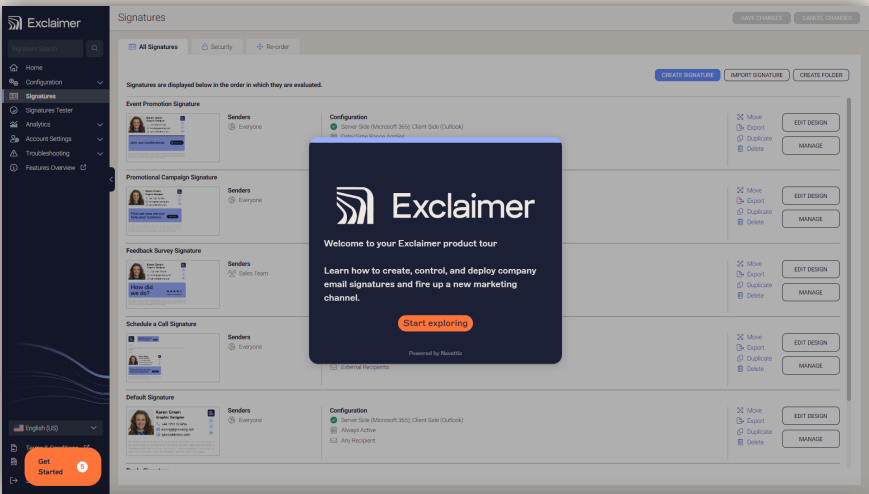
Exclaimer Tour – Launched April 2023

25.5k	2,760	1,213	376	31%
Influenced Revenue	Unique Visitors	Engaged Visitors	CTA Clicks	CTR

Exclaimer Tour for Partners – Launched July 2023

221	157
Unique Visitors	Engaged Visitors

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Migration Activities

On-prem Migration campaign

158

Demo requests

671

MQLs

£1.5m

Pipeline

£690k

ARR

Upgrade Campaigns

Joint campaign with Customer Success
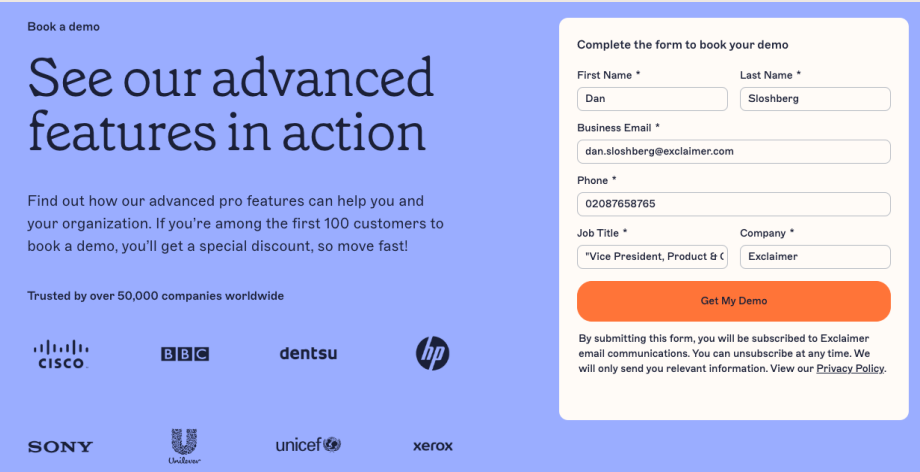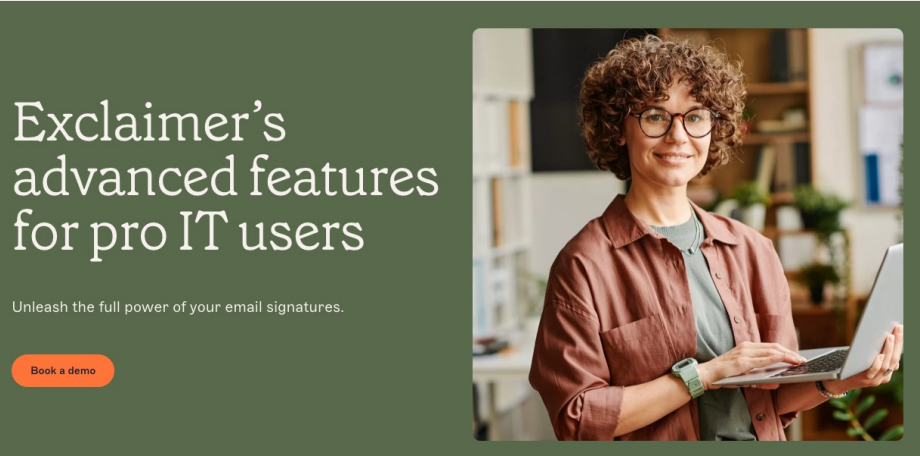
Pro plan upgrade campaign – from Apr 2023

30k
Contacts

7k
Views

£1.5m
Pipeline
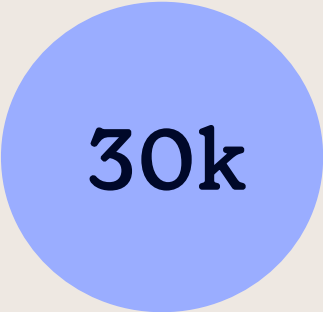
£644k
ARR

We saw results

30% growth in Total MQLs from FY22 to FY23

41% growth in SQLs from FY22 to FY23

45% growth in New Logo Pipeline from FY22 to FY23

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