



How Aeris Achieved 400% SaaS Growth with Experienced Marketing Leadership



Strategic Growth at Aeris IoT SaaS

Aeris is a leading IoT SaaS provider, specializing in innovative software solutions that connect devices and streamline operations for businesses worldwide. Their platform offers seamless integration, real-time data insights, and scalable solutions, empowering clients to harness the full potential of IoT technology.

Challenges

Increasing Market Pressures:

Aeris was a small company, routinely competing with the largest telecom providers in the world - AT&T, Verizon, Orange. Differentiation was critical.

Demand Generation Stagnant:

The demand generation team struggled to attract high-value clients, resulting in poor quality leads, and missed growth opportunities.

High Costs, Low Rewards for Paid Ads:

Aeris invested heavily in advertising, but attracted low-quality leads, yielding minimal return on investment.

Industry & Vertical Expansion Needed:

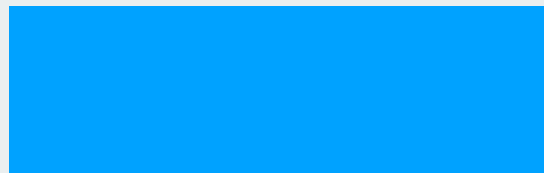
Expanding into new industries required converting leads into customers and securing funding for future growth.

Talent Gap & Team Restructuring:

Lacked a cohesive marketing team capable of strategic impact in a competitive IoT market.

RESULTS AT A GLANCE

-  **3x** Pipeline Growth
-  **41%** Increase in Qualified Leads
-  **43%** More Sales Opportunities
-  **17%** Operational Cost Savings
-  **4x** SaaS Product Revenue Growth





Why you should hire Christina Richards

With over 20 years of experience in technology marketing, I've guided both Fortune 500 companies and Silicon Valley startups to achieve transformative growth. At TheCMOplus.com, I offer fractional CMO services, board-level evaluations, and go-to-market coaching, tailored to meet business goals.

As a recognized thought-leader in AI and marketing, I bring innovative strategies and deep industry insights, showcased in publications like Wired and Connected World. My book, *The Seismic CMO*, offers actionable frameworks for driving growth and staying competitive in today's rapidly evolving market.



How I Drove Results at Aeris:

Implemented a comprehensive, multi-channel marketing strategy aligned with Aeris's business goals, driving sustainable growth across key areas:

Growth for Aeris' Neo SaaS Product:

Quadrupled the customer base and boosted conversion rates by 43% through a redesigned platform optimized for user experience.

Expanded Digital Presence:

Revamped Aeris's main website, doubling visitor traffic and increasing on-site engagement by 86%, enhancing brand visibility and interaction.

Demand Generation Engine:

Built a robust lead generation engine leveraging multiple inbound and outbound channels, generating \$155M in new opportunities within a quarter and maintaining consistent quarter-over-quarter growth.

Paid Advertising Overhaul:

Optimized advertising strategies to attract higher-quality leads, reducing acquisition costs and significantly improving ROI.

Team Overhaul and Mentoring:


Rebuilt marketing team, enhancing capabilities and driving a 400% growth in SaaS revenue.


What the client said:


"Partnering with Christina was a game-changer for Aeris. Her innovative marketing strategies, particularly the ABM program, elevated our market position and fueled rapid growth. From content-rich campaigns to sales enablement, she built the foundation for our success."

**Unlock SaaS Growth –
Book Your Strategy Call Today**

CONNECT

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