

**Market changes
mean it's time to
adjust your
positioning.**

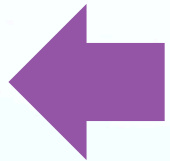


Check out this case study
to see how updating
positioning drove results.

The challenge

From fast growth to flat lines

A PE-backed SaaS company had thrived with a flagship product. But, as market demand cooled, growth stalled.



New acquisitions and features were in place, but cross-sell failed to take off, and enterprise buyers weren't biting.

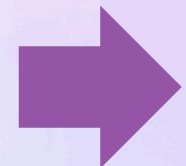


The strategy

A platform story with pull

We built a new positioning and
platform narrative that:

- Unified the company's offerings.
- Highlighted value to enterprise buyers.
- Powered a redesigned website and digital experience.



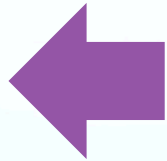
Sales and Customer Success were
realigned to tell the new story –
together.

The results

Revenue, pipeline, and valuation – all up!

The new strategy delivered:

- Stronger sales pipeline performance.
- Increased cross-sell revenue.
- A higher company valuation.

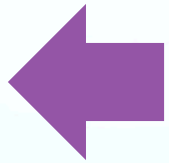


We accelerated the company's exit and successful acquisition.

The takeaway

Platform positioning builds enterprise value.

A fragmented message holds
back growth.



A strong platform story helps
you win more deals (and
bigger ones).

If your SaaS story hasn't
evolved with your product,
let's fix that.