

Contently

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When I joined, Contently had an enormous opportunity to tell a story no one else was telling. We knew that breakthrough messaging could establish us as a leading solution for a complex problem.

Henry Bruce

SVP Marketing

28%

growth in year-over-year marketing-sourced pipeline



Challenge

With limited budget, staff and time, Contently needed to **rebrand and reposition** to reflect solution expansion and competitive differentiation.



Solution

Contently used a disciplined methodology for **building relevant, audience-centric corporate messaging** to create the foundation for corporate storytelling.



Result

Seventy-two percent increase in opportunity-to-win conversion rate, **54 percent increase** in MQL-to-opportunity conversion rate, and **87 percent increase** in new tier one opportunities year over year.