

onelogin

OneLogin successfully launched a new product to a new market segment with a disciplined approach comprising eight activities across its marketing, sales and product teams.

30%

increase in average deal size



Challenge

OneLogin sought to **double revenue by shifting focus to enterprise buyers and growing in EMEA and APAC**. To achieve these goals, the company set out to determine the growth strategy, gather buyer insights, leverage benchmark data, gather account insights, select accounts, determine campaign goals, enable sales and select technology.



Solution

To focus demand generation efforts, OneLogin conducted an industry prioritization exercise using **SiriusDecisions' Relative Targeting Framework**. The company used the **SiriusDecisions Buyer Persona Framework** to define buyer personas, leveraged benchmark data from the **SiriusDecisions Command Center™** to establish marketing-sourced enterprise pipeline goals, and completed the **SiriusDecisions Emerging-Company Campaign-Plan-on-a-Page Template** to summarize campaign strategy and goals.



Result

Customer interviews show that OneLogin has emerged as the access management vendor of choice among all competitors. The company has seen a **15 percent improvement in conversion rates** from the marketing qualified lead to discovery stage.