



With buyer insights and organizational smarts, we help marketing build effective programs and arm sales with the tools and knowledge required to convert leads into opportunities and closed business.

Former Manager of Product Marketing

63%

Web traffic now originating from organic search



Challenge

ReadSoft needed **better audience alignment and insight** to drive organizational success. Buyer targeting traditionally based on “we’ve always done it this way.”



Solution

Workshop that began with alignment around **audience framework and persona prioritization**, including identification of a new buyer and the buyer attributes needed for downstream success.



Result

A **300 percent increase** in daily social traffic driven by blogs focused on the identified buyer need, as well as field marketing content adoption improved from 50 percent to 80 percent in just six months.