

Case Study

Messaging Designed for Rapid Growth

THE CHALLENGE

With a new funding round under its belt — and plans for major product additions — an app intelligence software provider wanted to quickly shift market perception for its solutions.

THE SOLUTION

SalientMG's series of messaging and positioning workshops:

- Evaluated the company's strengths, competitors, and business goals
- Generated a new corporate and product messaging house to align the Product, Sales, and Marketing teams' communications
- Expanded the brand narrative beyond "mobile app data provider" to "real-time competitive intelligence"

THE RESULTS



A website content refresh and **17** new sales enablement assets



5 new corporate value propositions and features messaging for **4** products



Elevator pitches for **4** target audiences