

Digitaal adviesbureau versnelt marktintroductie door AI-strategie en productiviteit



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Dit bedrijf is een digitaal adviesbureau dat strategie, creativiteit, AI, gegevens en technologie integreert en wereldwijde toponderningen helpt hun go-to-market teams de marktintroductie van complexe producten te versnellen.

Klanten

Ze werken samen met alle toonaangevende bedrijven wereldwijd en bieden ondersteuning aan meer dan 90 klantenteams wereldwijd, waaronder prominente techbedrijven in search, sociale media, e-commerce en transport.

Tractie

Stevige omzetgroei van \$5M in 2022 naar +\$9M in 2025. Deze expansie gaat gepaard met een sterke winstgevendheid, met EBITDA-marges die consistent boven de 25% liggen.

Uniek model

+125 teamleden die advies- en productiemogelijkheden combineren en gegevens, creativiteit, technologie en strategie integreren. Als trotse B-Corp zetten ze zich in voor een positieve impact op het milieu en de maatschappij.

Productgroei en adoptie

Ze brengen strategie tot leven door middel van sales & partners enablement, contentproductie en go-to-market consistentie.

- Productie van inhoud op schaal
- Lokalisatie en aanpassing
- Ontwikkeling verkooppitchdeck
- Praktijkvoorbeelden en succesverhalen prod.
- Materiaal voor verkooptraining
- Simulaties en UI-demo's

Productlanceringen

Ze helpen je bij het definiëren van je productverhaal, het publiek en hoe je hun aandacht kunt trekken voor een succesvolle productlancering.

- Markt- en klanteninformatie
- Product UX/CX-analyse
- Waardepropositie en communicatiekader
- Strategisch narratief ontwerp
- Branding van producten en programma's

Ondersteuning voor gegevens en ontwikkeling

Ze integreren Data, Engineering en AI in je GTM-strategie en zorgen zo voor slimmere, snellere groei op het volgende niveau.

- Ontwikkeling GTM-tools
- AI-inschakeling
- AI-gestuurde Inzichtsysteem
- GTM-prestatie meting
- Effectiviteit van berichtgeving en middelen
- Dashboarding en rapportage

GROSS REVENUE

\$ 9,100,000

EBITDA

\$ 0

BUSINESS TYPE

Digitaal marketingbedrijf

COUNTRY

Argentinië

BUSINESS ID

L#20251037

Activeringen en ervaringen

Ze creëren ervaringen door middel van krachtige momenten die mensen in beweging brengen, duidelijkheid scheppen en productadoptie stimuleren.

- End-to-end evenementenbeheer
- Event branding en ontwerp
- Inhoud maken voor Upfronts
- Instructie-ontwerp
- Curriculumontwikkeling
- LMS-implementatie

BELANGRIJKSTE KLANTEN

Google, YouTube, Meta, MercadoLibre

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