



## Case Study: Driving Growth in the Sales Ecosystem



### OVERVIEW

Quuppa is a leading provider of advanced location solutions for the enterprise IoT market. It helps companies across a range of vertical markets, including manufacturing, supply chain, healthcare, sports, smart buildings and others, deliver solutions that are powered by the world's most advanced positioning capabilities. Quuppa has created an ecosystem of global partners that all collaborate to incorporate highly accurate positioning capabilities into their products and solutions. Quuppa's business goals included an increase in both sales and company value as well as a robust expansion of its partner ecosystem.

### CHALLENGE

Quuppa was a startup with no visibility and little credibility. It had a robust location product solution in advance of an industry standard. With a strong company pedigree – the founders came out of Nokia Labs – Quuppa successfully gained traction with several dozen early adopters. However, the company needed help moving to the next level of market acceptance to grow its business.

In addition, with location services still in their infancy, it was important to help guide the industry—not only potential customers, but also the media and analyst influencers—to a better understanding of how location services work from a technical perspective, to ultimately show why Quuppa's Bluetooth-based technology was superior.



## SOLUTION

Calysto developed a strategy that included comprehensive PR and content marketing to grow Quuppa's overall business, drive sales leads and generate revenue. The program sought to explain the fundamentals of how location technology works, and the benefits and challenges of different approaches. This program was supported by comprehensive Media Relations, Analyst Relations and Social Media Strategies designed to **gain credibility, generate** new customer **leads**, and reinforce with existing customers the benefits of working with Quuppa.

The strategy included:

- **Positioning and Messaging** development to pull out the company's true market and technology differentiators, as well as proof points including which customers supported which messages
- An annual **Content Calendar** and a **Press Release Pipeline** mapping content to Positioning and Messaging
- The development of a **Content Library** of abstracts and pitches to approach content marketing initiatives strategically
- A continuous **Education Program** for **Industry Analysts** to help them understand the value of Quuppa's technology to the IoT and enterprise markets
- A **Thought Leadership** program for the company's co-founder that helped position him throughout the industry as a go-to source for location technologies
- **Global Media Relations** on both location trend stories as well as stories specific to Quuppa
- **Social media strategy** to amplify Quuppa's earned media opportunities



## RESULTS

- Selected as “Cool Vendor in Mobile and Wireless” by Gartner. Positioned as an early market mover
- Awareness campaigns helped grow Quuppa Partner Ecosystem 85% in just 15 months
- Garnered enough **credibility** to position Quuppa as the technology advisor for location for the Bluetooth™ Special Interest Group (the governing body of the Bluetooth™ specification globally)
- **Help drive three-fold year-over-year increase in sales**
- Helped drive a growth rate three times the pace of growth of the IoT industry
- Garnered incoming interest from investors
- Secured more than 18 contributed articles in horizontal IoT, vertical industries and business publications over the course of two years, with recurring Guest Contributor editorials (combined with speaking, positioned Quuppa co-founder and CCO as the Thought Leader in IoT location services)
- Conducted industry analyst interviews with more than 16 firms, and fostered relationships leading to inclusion in several reports from leading analyst firms, including the Gartner’s Magic Quadrant in 2018 and 2019, ABI, ReThink Research, ARC Advisory Group, and MarketsandMarkets
- Facilitated co-marketing programs with Quuppa partners including case studies, press releases, videos and other co-marketing materials



Highlights of coverage include:

