

Transformational Go-to-Market Strategy and Brand Positioning

BACKGROUND

iJento started life in 2000 as a UK based web analytics company called Site Intelligence, a venture founded by Dr John Woods who had previously worked at Oxford Molecular. Since then, the company has evolved dramatically with expansion into Australia in 2009, a new board of directors and CEO in 2010 and \$8M investment secured in May 2011. The impetus behind all of this change was to reposition Site Intelligence from a web analytics vendor to a multichannel customer intelligence provider. Its technology enables data driven organisations to collect, integrate and analyze a wide array of customer data – online, call center, store, email, catalog and mobile devices – providing organizations with a single view of the customer. As well as repositioning the company, the new board of directors also wanted to expand into North America. Site Intelligence engaged with Fidelum Partners to support its new brand positioning and go-to-market strategy.

SOLUTION

Through extensive customer, market, and positioning research, Fidelum Partners developed a demand-based profile of likely purchasers, identifying prospects that represent the greatest opportunity and probability of success. The research also identified and quantified the features and benefits that are most important to prospective clients and most likely to motivate them to choose the company for multichannel customer intelligence. In addition, Fidelum Partners determined how current and prospective clients perceived the company and its offerings relative to select competitors. The research also showed that although some familiar big names like IBM have entered the multichannel customer intelligence space, the market is highly fragmented, offering a significant market opportunity. To help the company convert that opportunity, Fidelum Partners used the research to advise the company on its brand repositioning prior to its rebrand and relaunch as iJento.

BUSINESS RESULTS

iJento's ability to provide a rich understanding of customer behaviors, interests, and intent at the individual customer level enables clients to improve customer loyalty, increase return on marketing spend, and enhance bottom-line financial results. And with near universal agreement that multichannel customer intelligence is the new source of competitive advantage, iJento is well positioned to achieve its ambitious market penetration goals.



"Repositioning a technology company in the fast-moving analytics space is an inherently difficult challenge. Before we worked with Fidelum Partners, our go-to-market strategy was based primarily on gut feel rather than analysis. We knew that to achieve our growth plans and execute on the repositioning of our technology, we needed to define precisely the markets we should serve and how we should serve them. Fidelum Partners' research, analysis, and deep insight provided a solid foundation for creating our new vision and confirmed the direction we should take."

Peter Ryan
Chief Executive Officer
iJento