CASE STUDY

Campaign Creation for a Series A SaaS Startup

About Digital Practice

Digital Practice partners with expanding organizations that want their marketing to move faster and work smarter. Our approach blends strategic content planning with automated systems and a curated network of crowdsourced talent. This allows companies to scale their marketing output without increasing headcount.

About The Company

[Redacted Startup] is a Series A technology company boasting multiple leaders from well FAANG organizations. Their core product calculates customer lifetime value and customer long term value for large enterprise retailers. The company had built an impressive foundation and soft launched an early version of its platform, but needed stronger marketing systems and a clearer path to adoption. With another funding round approaching, leadership wanted to increase user sign on rates, extend the length of time customers stayed active, and create a credible marketing engine that would signal readiness for scale.

Digital Practice

Challenges

Although the startup had an impressive product and strong leadership, the company was heavily focused on operations and financial modeling. Marketing had taken a back seat during development and growth slowed as a result.

The team did not have a well defined ideal customer profile and this made it difficult to attract the right users. Without a clear audience, campaigns lacked focus and adoption remained lower than expected. The product itself was powerful, but the messaging was not reaching the analysts, data scientists, and technical decision makers who would appreciate its strengths.

While the platform had been soft launched, users were not staying long enough for the company to demonstrate recurring value. This limited customer traction and slowed progress toward future funding goals.

The company needed a repeatable engine for finding the right audiences, educating them, and motivating them to both adopt and remain active on the platform. They also needed creative campaigns capable of sparking new demand and showing investors that the business was ready for the next phase of growth.

Solution Process

Defining the ICP

We began by conducting in depth interviews, data analysis, and market research to uncover who benefited most from the product. Instead of focusing solely on operations teams or high level executives, we identified a more influential group within large retail organizations. These were analysts, technical specialists, and data driven decision makers who cared deeply about accuracy, speed, and modeling capabilities.

This shift in audience dramatically changed how the company presented itself and opened a new pipeline of engaged prospects.

Building ICP Focused Campaigns

Once the ICP was clear, we created campaigns that highlighted the product's strengths in ways that resonated deeply with this group. One of the most successful initiatives became the signature "Speed Run" campaign.

Our research revealed that many members of the ICP had a strong interest in video games. In the gaming community, a speed run involves completing a game as quickly as possible. We realized this concept aligned perfectly with the product's ease of use and computational speed.

Launching the "Speed Run" Experience

We created a live speed run event on LinkedIn Live where the product team demonstrated how fast the platform could process CLV and LTV calculations. This event showcased the product's capabilities in a format that was both technical and fun. The live demonstration was engaging, human, and shareable. It also established the product as something powerful, modern, and enjoyable to use.

Digital Practice then repurposed this content for paid advertising, email sequences, event follow ups, and organic social media posts. The campaign created a noticeable buzz within a new subset of analysts and technical leaders who had not engaged with the brand before.

Strengthening Adoption and Product Stickiness

We paired the speed run initiative with content and nurture flows designed to increase the length of time users stayed active. These included walkthroughs, guided workflows, quick start challenges, and personalized onboarding sequences. By meeting analysts where they were and highlighting the efficiency of the platform, we helped convert trial users into long term customers.

Results

The company increased the number of new users adopting the platform within the first few months of the partnership. Analysts and technical users who were previously overlooked became a new growth engine for the company. The speed run campaign produced significant engagement across LinkedIn, email, paid media, and in person discussions at industry events. It captured the attention of both users and decision makers in a way that felt authentic to the ICP.

Customer retention improved as onboarding and activation content became more structured and supportive. More users stayed active for longer periods of time, which strengthened the company's financial story ahead of future funding conversations.

By identifying a new audience segment and giving sales a consistent flow of educated leads, the company enjoyed a stronger pipeline and smoother handoffs between marketing and sales.

Leadership reported a noticeable increase in investor confidence due to the improved messaging, stronger adoption metrics, and clearer demonstration of market fit.

"Digital Practice helped us uncover an entirely new audience we had never considered. Their creativity and structure changed our trajectory. The speed run campaign was a huge moment for us and it set the tone for our future marketing efforts. We finally have clarity, momentum, and a steady flow of engaged users. We could not have achieved this without their team."

— Leadership Team, [Redacted Startup]