

## Case Study

# Connected Insights: Contentful's Journey to Enhanced Collaboration

Enhancing Collaboration and Efficiency in Strategic Account Planning through Connected Apps

## Objectives

Contentful, a leader in the headless content management system (CMS) industry, has transformed the way businesses create digital experiences. Their Composable Content Platform empowers enterprises to accelerate digital content creation, integrating seamlessly across channels. With a commitment to unlocking the potential of digital content as a strategic asset, Contentful has become the trusted choice for Fortune 500 companies and numerous global brands. Partnering with DemandFarm, they aimed to integrate a comprehensive account planning approach into their Salesforce ecosystem. The objectives included:

- Standardize account planning methodologies.
- Enhance the completeness of customer and partner contact information.
- Improve visualization of growth opportunities.
- Foster better collaboration between sales and customer success teams.
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## Solution

To ensure a seamless transition and minimize change management challenges, DemandFarm implemented a phased approach to deploy its solutions. DemandFarm identified three key themes for their account planning strategy: breaking down digital strategic account planning into phases, contextualizing account planning with data from various applications, and utilizing the contextual insights module.

### Phase 1

Focused on foundational enhancements to facilitate qualitative relationship knowledge, visualize hidden growth opportunities, and automate actionable account intelligence within the CRM. This phase included:

- **Activity Analytics:** Integration with Outlook/EAC connector for advanced activity analytics.
- **Account Heatmap:** Visualizing Offerings, Partner, and Competitor Information in an intuitive heatmap format.
- **Account Profile:** Customized Account Profile templates aligned with the Rain Group template.

### Phase 2

Extended DemandFarm's capabilities to manage partner accounts, recognizing their significance in driving collaborative growth. Additionally, it introduced Connected Apps to create a holistic, integrated user experience. This phase encompassed:

- **Support for Partner Accounts:** Enhanced support for managing partner accounts.
- **Insights Integration:** Integration with Insights to leverage advanced analytics.
- **Connected Apps:** Leveraging a connected app ecosystem including Demandbase, Zoominfo, Klue, and Gainsight for seamless data management and insights.

Through a connected app ecosystem, Contentful integrated marketing automation, sales intelligence, sales engagement, and customer success into Salesforce, enabling efficient data management and insights.

## Benefits

### Reduced Detractors

Contentful leveraged DemandFarm's Account Planning Solution to analyze activity data, leading to a significant reduction in detractors. This improvement directly enhanced client satisfaction and loyalty.

### Uncovered USD 5 Million in Whitespace Opportunities

Within just one year of deploying DemandFarm's solution, Contentful identified and capitalized on USD 5 million in whitespace opportunities. This achievement translated to a remarkable 25% increase in revenue potential.

### Better Opportunity Conversion Rates

The implementation of standardized channel partner practices not only solidified business relationships but also led to a notable increase in opportunities. The strategic shift in approach resulted in a substantial growth rate. Standardized methodologies led to 15% increase in pipeline value , driving substantial growth.

## At a Glance

**Company:** Contentful

**Headquarters:** San Francisco, with offices in Berlin, Colorado, and Denver

**Industry:** Digital Experience Platform

**Total Clients:** 30,000+

## Challenges

- Visualizing partner contacts and understanding growth opportunities within accounts.
- Implementing partner planning effectively.
- Addressing the need for a simple self-reporting system for account plans.
- Managing the rollout of growth strategy and competitive analysis components effectively.



## Fantastic tool to align customer teams

Account Planner is something that has been customized in concert with DemandFarm since day one. It's been a true collaboration of how we work into the tool. DemandFarm's team has been consistent, hard working and deadline driven. They've also been an active participant in our rollout sessions. Highly recommend both DemandFarm as a company and Account Planner as a tool!

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