



How Apptio uncovers the voice of its customers and develops targeted product messaging with TechValidate



100+  
responses on  
every survey

Decreased  
time to sell  
by 25%

#### THE CHALLENGE

### Making the technical human and approachable

As vice president of product marketing at Apptio, Jarod Greene knew the SaaS company needed a messaging refresh. The company's historic product marketing was full of jargon and "tech talk," an easy trap to fall into as a company offering solutions for executives who need to analyze, monitor and make decisions about their IT spend. "It made sense to the people here but was difficult to break down to the buyer," Jarod says. The buzzword heavy messaging also made it difficult to onboard new members of the sales team in a way that ensured consistent best practices; the team was averaging a 240 day sales cycle. Now a decade into business, Apptio needed messaging that brought the value proposition to customers across a global portfolio in a relatable, authentic way.

The team shifted to a persona-led strategy for Apptio's product marketing that recognized the role of consensus-based purchase decisions at larger companies. "We needed to optimize our strategy



"With TechValidate, we were able to get around some of the challenges we have with respect to getting a customer to approve a quote, give us a testimonial and move through the process."

Jarod Greene, Vice President of Product Marketing

for larger strategic accounts and upper enterprise accounts,” Jarod says. Apptio needed a solution that could efficiently gather customer feedback and turn it into usable marketing pieces that made the value proposition personal.

#### THE SOLUTION

### Meeting customers where they are with TechValidate

Jarod and his team turned to TechValidate to tap into customer sentiment and leverage it for new product messaging. One priority was to ensure the new copy could be implemented across all channels consistently to ensure all potential customer globally were getting the same messaging framework.

“Any sort of confusion you introduce to the buyer just adds to the friction in the sales process,” Jarod says. As there were competing perspectives on what that messaging was internally, Apptio tapped into the source of truth everyone could agree on: their customers. “We wanted to use the voice of the buyer to get us on the same page, looking directly to our customers to help us shape the messaging,” Jarod says.

Apptio’s product marketing team implemented a strategy to regularly send short, impactful surveys that gather information on their customers’ frame of reference, unmet needs and the value they’ve gained from Apptio. The insights the team gathered were critical in developing new messaging and shortened the typical process for collecting customer testimonials for use in marketing.

#### THE TAKEAWAY

### Extracting the true voice of the buyer

Using the collected feedback, the team developed messaging that used phrasing directly from customers and spoke to their specific needs. The new framework encompassed the emotional, personal impact Apptio’s solutions have on customers and equipped potential buyers with language they could use to pitch Apptio to their executive teams. Jarod says this was achieved by creating messaging that spoke to buyers in their own voice.

“If we couldn’t get that elevator pitch down to 15 seconds, then we were doing it wrong, and to get there, we had to cut out the jargon and get crystal clear,” Jarod says. The new messaging enabled the sales team to speak two languages – that of the people who would use the platform each day and the executive teams who make the final purchase decision.

The new messaging has been instrumental in boosting Apptio’s sales. With the sales and product marketing teams working in sync and employing consistent messaging across the board, the sales cycle has become more efficient, shortening by 25%. With that efficiency has come a boost in revenue.

**Organization:**

Apptio

**Strategic goal:**

Capture the voice of the customer  
Build sales pipeline by leveraging testimonials

**Solution:**

TechValidate

**Success factors:**

Improved, relatable messaging  
More efficient testimonial and case study creation

Learn more at [surveymonkey.com/TechValidate](https://surveymonkey.com/TechValidate)