

# Contentsquare took Direct Mail global

**ContentSquare** is a digital experience analytics and optimization platform that helps businesses understand how and why users are interacting with their app, mobile and web sites. Contentsquare's team of over 700 employees helps enterprises in 25 countries deliver better digital experiences for their customers.



Headquarters  
European Union (EU)



Website  
[www.contentsquare.com](http://www.contentsquare.com)



Founded  
2012



Industry  
Analytics, E-Commerce,  
Internet, SaaS & Software



Company size  
501- 1000

## The challenge

Contentsquare have used direct mail and gifting to assist with demand generation and prospecting new accounts. Prior to using Reachdesk, the Marketing and SDR teams in the London, New York and Sydney offices spent hours packing boxes and writing notes on an ad-hoc basis. Campaigns were run monthly or quarterly only due to the effort required. The SDR team at Contentsquare had no visibility on when items arrived so timely follow ups were impossible and involved guesswork. ROI could only be measured in spreadsheets as Contentsquare were unable to report on campaigns within HubSpot or Salesforce.



"Reachdesk has been an invaluable tool in helping us accelerate our ABM programme. It's a must have for any marketers wishing to cut through the noise and engage their prospects in a far more compelling and effective way."

**Matthew Robinson, Marketing Director EMEA & APAC**  
Contentsquare

## The solution

Contentsquare needed a global solution to cover Europe, the US and Australia. It was important to maintain their own branding and a high level of personalization to deliver truly customized experiences to key prospects. Contentsquare leveraged Reachdesk's network of warehouses to store items and send 1-to-1 direct mailers on both a campaign basis and on an ad-hoc basis to address key moments across the buyer journey. eGifting has also been adopted by SDRs for virtual lunch and learns, pre-demo coffees and post-call thank you's and by the Marketing team to deliver digital experiences in a remote environment. Contentsquare have also integrated Reachdesk with HubSpot, Salesforce and Sales Loft to measure ROI and streamline sending across their entire tech stack.

## The results

The Marketing team can spend more time on value generating work such as content creation and data analysis, the business development team now has a variety of ways to break into their key target accounts.

Within the monitored time, Contentsquare was able to achieve:

**100:1 ROI**

and

**1 million +**  
in opportunity pipeline