Leveling the Playing Field

G2 Crowd Platform Strengthens Provider's Marketing Against Well-Funded Competitors
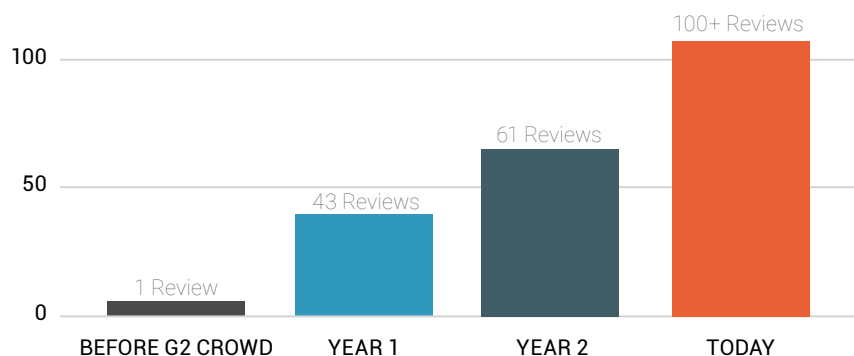
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Kimble is a leading specialist Professional Services Automation SaaS vendor. Kimble's unique augmented intelligence framework helps drive customer-defined best practices that improve performance. It offers forward- looking intelligent insights that guide managers to optimize decision-making.

Kimble Professional Services Automation selected G2 Crowd and its platform of verified user reviews to raise awareness of Kimble's PSA solutions. Leveraging the breadth and robustness of the G2 Crowd platform, Kimble was able to extend its marketing efforts and reach more prospective customers. This allows the firm to invest more resources on product development and customer success.

The Challenge: Facing Off against Well-Funded Competitors

Kimble Professional Services Automation faces some very well-funded competitors, which use their marketing dollars to promote PSA offerings that are actually part of product suites. Kimble, however, specializes in PSA and partners with providers of complementary offerings, giving customers "best-of- breed" solutions. With its strong focus on innovation and customer satisfaction, Kimble has devoted far more resources to product development than marketing and sales. Its goal is to have a product that speaks for itself. But how could Kimble ensure that is solutions don't lose visibility amid a sea of competitors buying online advertising?
Kimble's answer was G2 Crowd and its platform of verified user reviews, many of which include a screenshot to improve the content and reliability of the review.

THE RESULTS

Well-Qualified Leads	Increased Brand Awareness	Competitive Wins

To date, G2 Crowd has helped Kimble PSA drive more than 100 reviews.

"G2 Crowd gives people choice from multiple providers—it doesn't matter how many marketing dollars a firm has to spend. It's not about telling people what to buy: it's about educating buyers."

Mark Robinson,
Chief Marketing Officer,
Kimble Professional Services Automation

The Results – Brand Awareness and Qualified Leads

G2 Crowd's verified user reviews assure Kimble that "real" customers are commenting on its PSA solutions, as well as competitors' products. Through G2 Crowd, prospective customers gain a balanced and independent view of multiple PSA solutions in one place. Kimble's results include higher brand awareness and well-qualified leads.

Kimble also leverages its high user-satisfaction ratings in the highly competitive PSA category to reach prospective buyers. This is a distinct advantage, as Kimble's solutions may not be highly visible on the web because some competitors have larger marketing budgets for online advertising.

Thanks to G2 Crowd reviews, customers are also able to see how Kimble's PSA solutions work with complementary "best-in- class" products from other vendors. This allows Kimble to gain an edge against larger firms with suite solutions that include a PSA component.

The Action Plan – Leveraging G2 Crowd Reviews

By using G2 Crowd as a key part of its marketing efforts, Kimble has leveled the playing field for its specialized PSA solution. Kimble's customer success teams point clients and prospective customers to the G2 Crowd site for impartial and independent reviews. Reviews also establish an important feedback loop, creating a better experience for users.

In addition, Kimble sees a trend toward moving away from product suites to individual products. Capitalizing on this idea, Kimble ensures that its products can be integrated with other software to customize user experience. Thanks to G2 Crowd, the best vendors of each software category rise to the top, accelerating the industry shift to best of breed.