

TRADESHIFT GROWS LEADS AND INFLUENCES REVENUE WITH CONTENT USING CURATA CMP

THE SITUATION

Ten years ago, three entrepreneurs decided to shakeup how buyers and sellers interact, and to transform the way businesses work together. This is the vision of [Tradeshift](#) products and services. The founders saw a large opportunity to build a global software platform in the cloud for their customers to do everything from efficiently manage accounts payable and procurement, to enabling access to real-time supplier information to reduce buyer risk.

Tradeshift realized that it had to tap into the power of content to support this vision from a marketing perspective. Content marketing would allow them to best engage their audience and differentiate Tradeshift's value proposition to the world. "We're in a noisy space, and content marketing enables us to communicate our value to folks; to get them to engage with our vision; and to help them understand the full value of our solution," explained Travis Bickham, manager, Content Marketing. Bickham continued, "We give prospective customers valuable insight through content which makes it worth their time to interact with us."

Several times a week Tradeshift publishes eBooks, white papers, videos and blog posts. The ultimate goal is to generate awareness and high quality MQLs (marketing qualified leads) for the sales team. "Ultimately, quality content means more revenue and pipeline."

THE CHALLENGE

The Tradeshift marketing team had a content marketing process in place prior to using Curata; however, they were unable to quickly determine which content was working and why. This made it difficult to better manage their content marketing investment, and difficult to determine their content's precise metric impact on the organization.

If an executive wanted to know the status of a content marketing program, there could be a lag gathering the data; and as Bickham indicated, "It's difficult to be 100% accurate when manually pulling from multiple data sources." Tradeshift's marketing teams had to dedicate a significant amount of time to analytics versus focusing on planning and executing when it came time to select content for marketing campaigns. They needed to pull data from multiple locations (e.g., from Marketo, Salesforce.com and Google Analytics), and were still in a position of making decisions on the fly without one central source of content analytics.

THE SOLUTION

In 2015, after a thorough analysis of content marketing vendors, Tradeshift selected the Curata CMP content marketing platform. "It was exactly what we were looking for and it delivered the best value," according to Bickham. "I needed our team to spend more time executing smarter campaigns based upon deep insight versus having side jobs as data analysts. Curata has enabled us to reach this goal, supporting a more data-driven content marketing approach."

The Curata CMP analytics engine, which integrated seamlessly with Google Analytics, Marketo and Salesforce.com, provides insight into what types of content Tradeshift should use to maintain a steady flow of MQLs for the sales team. According to Bickham, "Curata CMP helps our team do this by answering a key question: 'Are we using the right content to move people through the sales funnel?'"

TRADESHIFT

At-a-Glance Company

Tradeshift is a global network and platform that connects buyers and suppliers. They transform the way companies buy, pay, and work with suppliers. Tradeshift connects 500,000 companies across 190 countries. They're headquartered in San Francisco with offices in Copenhagen, New York, London, Paris, Suzhou, Tokyo, and Munich.

Challenge

Ensure that content marketing is delivering the right assets to the right prospects at the right time to feed a high-quality sales pipeline and qualification process. Make decisions based on analytics and be prepared to show results to executives on a moment's notice.

Solution

Use Curata CMP's content analytics engine to drive its content marketing, which Bickham said "can produce magic when someone consumes valuable content over time to solve problems and understands the full value of the Tradeshift solution." Curata CMP enables resource investment decisions to be made based on lead and sales pipeline generation, and revenue influence for each piece of content or groups of content.

Benefits

- Replace a manual, less accurate content measurement process with a software solution that provides instant access to content performance data and insights.
- Improve content impact by generating a more predictable lead flow with quality prospects for the sales team.
- Access data with charts at your fingertips to show C-suite colleagues how marketing is a key contributor to business success, as well as enabling smarter investment in content.

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With Curata, Tradeshift now has the knowledge to know what content works best across earned, paid, and owned media for each of its content types. (i.e., gated and ungated content; email, blogs, company website, and social media networks) The data and insight instantly accessible through Curata's dashboards not only drive quick decision-making, but also help determine what works best for engagement.

To learn even more about prospects, Bickham's team can use Curata's *Lead Details* and *View Account* capabilities to see who has read certain content and then view a rollup of how many people from the same organization have interacted with content and on which days. That's Account Based Marketing. "We have included the Curata CMP centralized dashboard as part of our daily meetings, using it to set priorities and guide resource investments for our content and social media teams," said Bickham.

THE RESULTS

In less than one year, Curata CMP has aided in a dramatic increase in digital opportunities in multiple channels. Digital marketing is a major contributor for generating MQLs for the sales team, and content is now present in every single digital channel. In addition, when Bickham has a product or content marketing related question, "Curata service is extremely knowledgeable and quick to respond."

Curata CMP has enabled Tradeshift's marketing team to:

- Have hard numbers about the success of content campaigns in less than 30 seconds, enabling them to be more data-driven with content marketing investment decisions.
- Get access instantly to key metrics about the impact of content on sales pipeline. (e.g., leads generated, pipeline generated and revenue influenced by specific pieces of content and broader content campaigns)
- Execute content marketing in an educated way, saving time and ensuring that the right piece of content gets to the right people.
- Share data with Tradeshift's C-level executives and board members to demonstrate the impact of content on sales pipeline. "Curata CMP data and insight has been especially valuable at demonstrating content performance graphically, and enabling deep-dives into one-off questions about an individual piece of content," stated Bickham.

About Tradeshift

Tradeshift is a cloud platform that connects buyers, suppliers, and all their processes in one place. Our vision is to connect every business in the world with one solution that evolves as you do.
www.tradeshift.com

About Curata

Curata, Inc. is the leading provider of software that enables marketers to grow leads and revenue with content. Curata CMP (content marketing platform) and Curata CCS (content curation software) enable marketers, for the first time, to harness the power of content creation, curation and analytics to yield a predictable and more successful stream of content. Key components of Curata CMP include strategy, production (e.g., calendaring, workflow) and analytics, along with the industry's leading business grade content curation software, Curata CCS. Thousands of marketers depend upon Curata to fuel their content marketing engine. Curata was founded in 2007 and is headquartered in Boston, Mass. Learn more at www.curata.com or follow us on Twitter [@curata](https://twitter.com/curata).

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