

Hammerspace Chooses DemandSkill for Unmatched Price, Performance, and Support



Hammerspace's Challenge Big Goals, Small Team, No Time to Waste

Hammerspace—a rising provider of software-defined high-performance file storage and automated data orchestration—faced a dual challenge: reaching marketing-qualified leads among IT decision-makers while operating with a lean team. Their need for efficiency and cost-effectiveness led them to DemandSkill.



“From the beginning, DemandSkill became an extension of our team. They helped us plan our campaign, checked in to ensure we were getting quality leads, and guided us on optimization for future success.”

Beth Mayar
Content lead at Hammerspace



The DemandSkill Approach A Partnership for Demand Planning and Execution

DemandSkill collaborated closely with Hammerspace, constructing a program tailored to their needs. During all phases of the project, DemandSkill stood out by embodying three core principles: price, performance, and support.

- 1 Target Account Development**
Precise targeting began with a curated account list, ideal buyer personas, and relevant job titles.
- 2 Strategic Content Selection**
DemandSkill worked with Hammerspace to select content – comprised of whitepapers, solution briefs, and a compelling case study – best suited to resonate with its ICP and specified titles.
- 3 Buyer Journey Planning**
From here, they helped us build a sequence across our buyer's journey that we would execute as a multitouch ABM email campaign. Leveraging the curated content, DemandSkill helped develop an email sequence aligned to Hammerspace's buyer journey as part of a multi-touch ABM campaign.
- 4 Syndication and Network Reach**
From here, we deployed our campaign powered by AI & Intent. Content reached IT decision-makers through DemandSkill's strategic syndication, ensuring effective distribution and visibility.

Throughout the campaign, AI and intent data enabled continuous optimization for pacing and performance. This ensured that the most relevant content and messaging were offered to Hammerspace's target audience of IT decision-makers via a dynamic syndication strategy powered by DemandSkill's proprietary platform.

The Results

Quality Leads and Unparalleled Support!

DemandSkill's impact to Hammerspace was immediate. Beth reinforced what set DemandSkill apart from others:



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“Unlike transactional demand partners who merely sold us leads, DemandSkill truly partnered with us every step of the way.”

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She also pointed out DemandSkill's:



Execution Excellence

DemandSkill truly excelled in communication, optimization, reporting, and analysis.



Quality Leads, Competitive Pricing

Leads met our expectations and were continuously optimized throughout the campaign. DemandSkill guaranteed that our leads matched the titles and our Ideal Customer Profile (ICP), and their customer success team promptly identified and replaced any titles we decided to move away from—no fuss.



Effective Communication

Unlike other syndication partners, DemandSkill provided mid-campaign check-ins to help us focus in on campaign effectiveness



Ongoing Optimization

During the mid-campaign check-in, DemandSkill recognized that our whitepapers resonated best with our target titles. They recommended swapping out other content types to optimize results.



Comprehensive Reporting & Analysis

DemandSkill provided us with insights into the highest-performing content and titles. They also recommended internal follow-up campaigns we could do to continue to nurture and convert these leads.

About DEMANDSKILL

We combine industry-leading business intelligence and precision data with cutting edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time.

Ready to see these results for yourself?

Contact us today!
Visit us at demandskill.com

