

# Enhancing Customer Engagement and Market Positioning

**Company:** Kasm Technologies  
**Industry:** Computer and Network Security  
**Employees:** 11-50



## Mission-critical priority

Jaymes Davis, Chief Product Officer at Kasm Technologies, sought support from Gartner as the client worked to develop a top-down strategy to effectively engage with target buyers and refine their messaging for different personas. The client worked with Gartner to achieve measurable results, including an increase in customer acquisition and enhanced social media engagement, by leveraging analyst insights and tools to optimize their approach.



## How Gartner helped

The client leveraged:

- **Go-to-Marketing Strategies** from Gartner while crafting a top-down strategy that involved tailored messaging and understanding different personas.
- **Tools and frameworks** derived from Gartner's research, such as an "easy optimizer" based on Total Cost of Ownership (TCO) values.
- **Gartner Analyst expertise** to gain insights into industry trends and advanced questions.



## Outcome

With support from Gartner, the client:

- **Saw measurable increases** in customer acquisition and social media engagement.
- Was able to better **communicate cost efficiency** to their customers, enhancing their service offerings and strengthening their market position.
- **Networked with a community of like-minded peers** at Gartner IT Symposium/Xpo.

"Working with Gartner goes beyond analyst interactions; they connect you with other customers and partners to enhance your market positioning and strategy, creating unique synergies that can fill gaps in your go-to-market approach."

— **Jaymes Davis, Chief Product Officer, Kasm Technologies**