

WhatFix Drives Growth With ABM and Gartner Digital Markets Intent Data

Client Success Story

WhatFix, a digital adoption platform (DAP), sought to scale its growth and gain a competitive edge as its software category became more crowded with competitors. Gartner Digital Markets helped the company increase its visibility among high-intent accounts and generate more sales opportunities while also shortening the sales cycle with B2B intent data.



Software category: Digital Adoption Platform
Solutions used: B2B Intent Data



“Anyone targeting enterprises would definitely want to take a look at Gartner Digital Markets’ intent data. I would rather know all the details about the 5% of accounts with the highest intent, than identify the other 95% that aren’t interested.”

Reetesh Pandey
Performance Marketing
Director, WhatFix

Gartner
Digital Markets



Problem

Whatfix, a digital adoption platform provider, sought to scale growth and gain competitive edge with ABM.



Solution

With B2B Intent, Whatfix was able to increase account visibility and prioritize quality opportunities. By correctly timing sales plays, the company increased sales velocity and value of deals.



Results

- Increased account visibility by 8% on its ABM platform
- Saved an estimated 50% on media programs
- Shortened the sales cycle

Highlights

35%

Increase in sales
opportunities

**Build your brand and capture buyer
demand with Gartner Digital Markets**

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