

Building a scalable PLG model to boost growth and profitability

Company Name: Dataddo
Industry: Software Technology
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Country: Czech Republic



Mission-critical priority

Dataddo is a data integration platform serving 4000+ customers in more than 100 countries. The company is working towards a mission to empower their users to flexibly leverage complex data by making data integration a no code experience. Analyzing their customer base, Dataddo realized the need to enhance their product strategy, pricing and messaging to cater to the needs of their different customers and align their offering to these new segments. Being in a hypercompetitive space, this was something they needed to tap into and fast.



How Gartner helped

Dataddo applied [product-led growth strategy](#) in their marketing and the insights from Gartner expert analysts helped the client to **validate their strategy** and **align with other marketing activities** including **segmentation, pricing and messaging**. This approach allowed them to accelerate their overall marketing efforts and expand their global presence with the least resources.

Gartner insights helped the client successfully:

- **Create niche user segments** focused on different customer pain points and needs
- **Align their product offerings** and features to different customer segments to accelerate user acquisition, activation and expansion
- **Optimize product messaging and pricing** aligned to the user segments
- **Drive alignment** between engineering, marketing, sales, and customer success teams



Outcome

With support from Gartner for Startup CEOs, they:

- With the new product split and new pricing strategy the client was able to **boost the average acquisition volume by 150%** in one month
- Improved ROI from performance marketing with a **break even on spend within 6 months** of acquisition compared to an industry average of 1 year.
- **400% return on investment** on lifetime value of the customer