

# ANDY ASHLEY

Fractional CMO

SaaS

Tech

Growth Strategy

GTM & Demand Generation

SaaS Revenue Growth · Global GTM · Enterprise Demand Generation

**\$80M+**

Revenue Scaled

**60%**

Marketing Pipeline

**+300%**

Lead Growth



# Scaling SaaS Revenue: \$7M → \$80M+

## THE CHALLENGE

Fragmented marketing, no unified GTM strategy, limited ability to scale internationally or support enterprise sales.

### Positioning

Value prop, competitive positioning and enterprise buyer personas.

### Global GTM

Region-specific strategies across EMEA, APAC and LATAM.

### Demand Gen

Full-funnel infrastructure: digital, events, SEO, partnerships.

### Revenue KPIs

SaaS KPI framework — CAC, LTV, pipeline contribution.

### Authority

Thought leadership, events and media for enterprise sales.

## RESULTS

**\$80M+**

Revenue Growth

**60%**

Pipeline from Mktg

**+700%**

Lead Growth (Events)

**+200%**

Website Leads

Enterprise Clients:

**PayPal**

**ORACLE**

**B | B | C**

**NETFLIX**

# Global Demand Generation Engine — 300% MQL Growth

## Positioning

Value prop, competitive positioning & ICP/persona framework.

## Function Build

Built global marketing from scratch (team, agencies, processes).

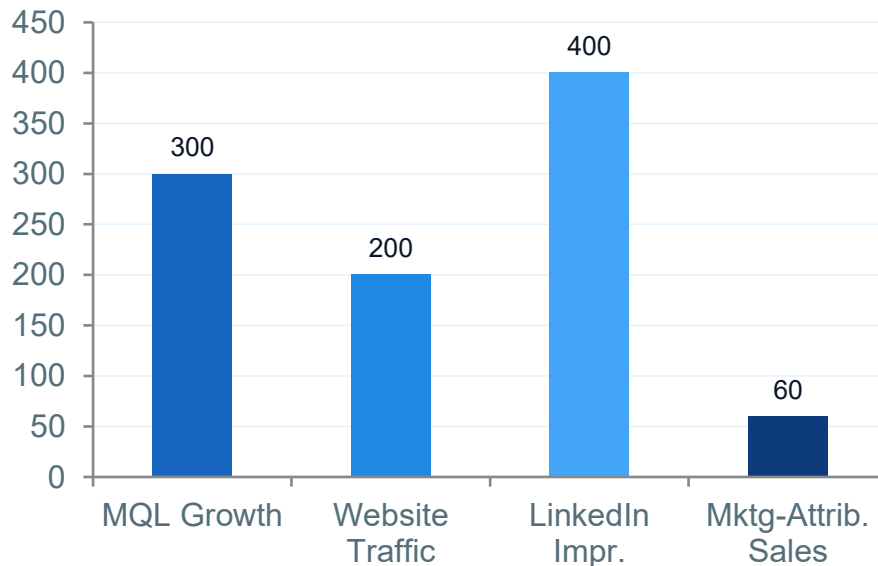
## Global GTM

Integrated GTM across EMEA, APAC and USA.

## Demand & ABM

Multi-channel: SEO, inbound, LinkedIn, PR, content.

SmartFrame Key Results (%)



**+300% MQL Growth**

**+200% Web Traffic**

**+400% LinkedIn**

**60% Mktg ARR**

# Whitepapers, Authority & Enterprise Credibility



**Targeting & Trust**

*Mobile World Live / Digital Element*



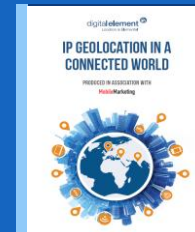
**OTT Sports Piracy**

*Broadcast Series*



**The Power of Where**

*MadFest / Mediate1*



**Mobile Marketing**

*Industry Survey*

## OUTCOMES

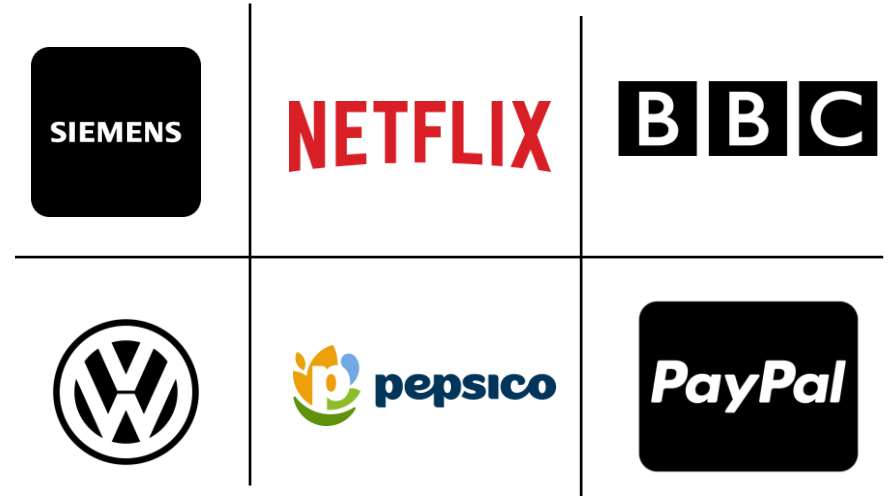
- High-value enterprise leads from gated reports
- Sales enablement in enterprise deals
- Industry credibility via media and conferences
- Analyst engagement and category creation

# Enterprise Account Based Marketing

## ABM PROGRAMME FLOW



## ENTERPRISE CLIENTS



# The Scalable Growth Engine

**01****ICP & Personas**

Buyer definition and pain points

**02****Value Proposition**

Differentiation and messaging

**03****Pricing & Packaging**

Monetisation strategy

**04****Demand Generation**

Campaign and channel strategy

**05****Competitive Moat**

Category positioning

**06****Metrics & Scale**

CAC, LTV, pipeline velocity

**OUTCOME: Qualified Pipeline · Higher Conversion · Scalable Acquisition · Investor Confidence**

# SaaS Growth Framework

1

## Market Positioning

Category and differentiation

2

## GTM Strategy

Segments and routes to market

3

## Demand Generation

Inbound, content, events, ABM

4

## Pipeline Acceleration

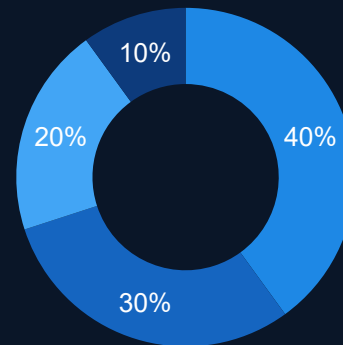
Sales and marketing alignment

5

## Revenue Scale

Analytics and optimisation

Typical Pipeline Mix



■ Inbound ■ ABM ■ Events ■ Outbound

### TYPICAL OUTCOMES

Accelerated pipeline growth

Stronger market positioning

Predictable demand generation

Improved marketing ROI

# 7-Figure Revenues in New Markets

**Europe**

**China**

**India**

**Japan**

**LATAM**

**Localised Messaging**

Region-specific value props and content

**Regional Demand Gen**

In-market campaigns and channels

**Strategic Partnerships**

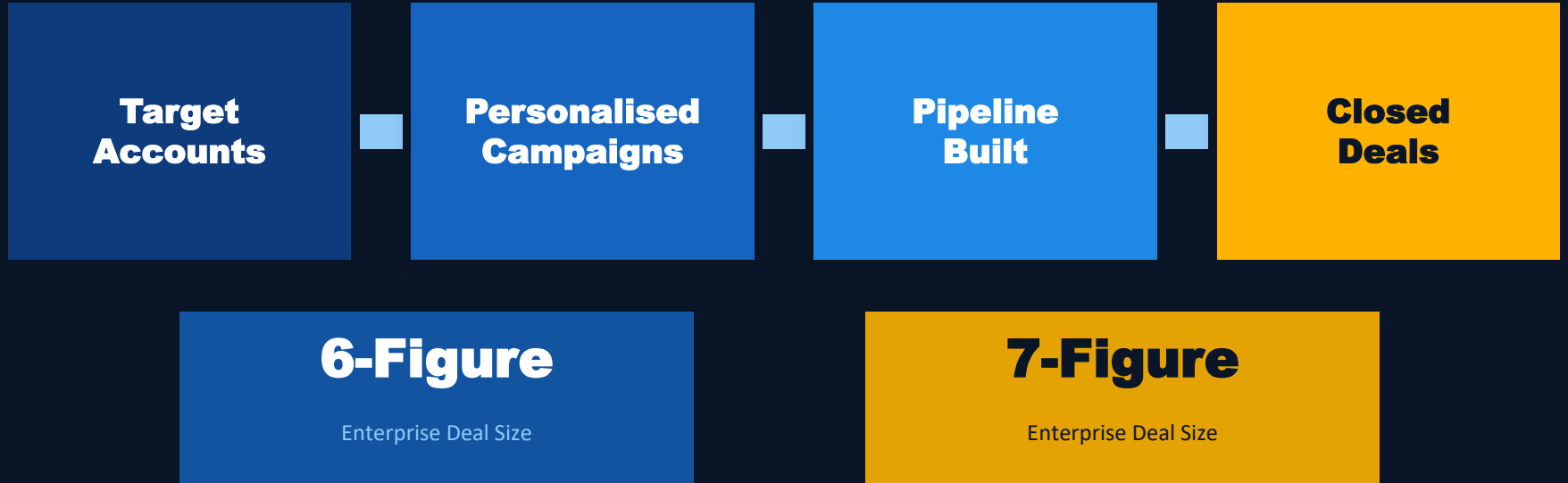
Local alliances accelerating entry

**International Events & PR**

Building authority in new markets

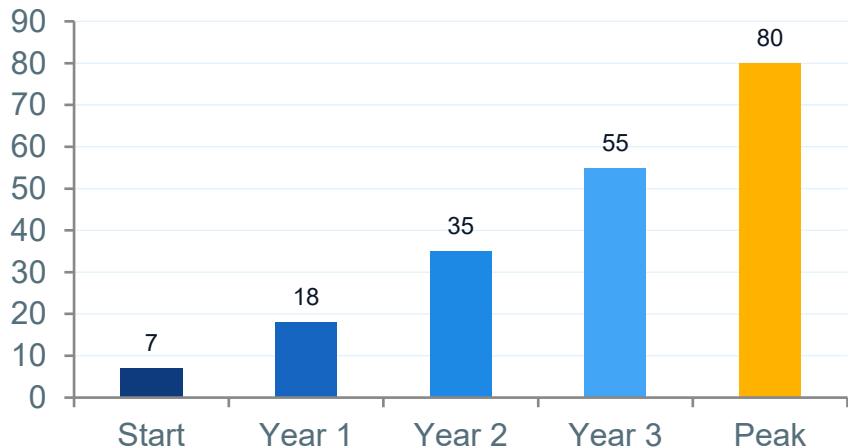
**RESULT: 7-Figure Revenues Generated in New Markets**

## 6 & 7-Figure Enterprise Deals Closed

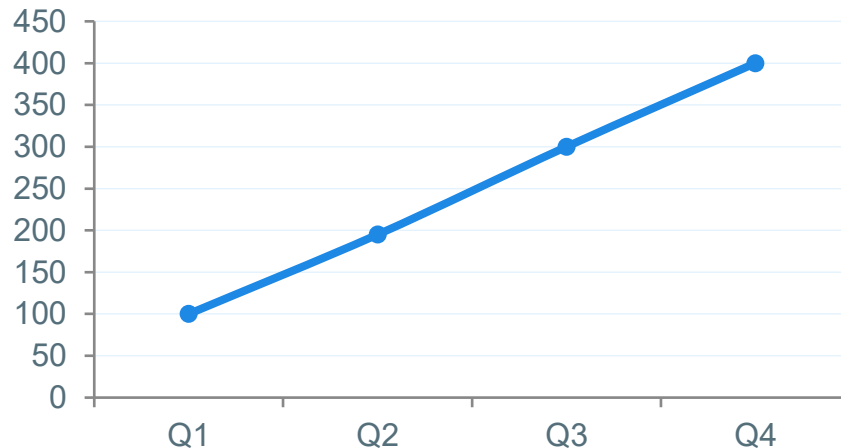


# Portfolio Performance at a Glance

Revenue Growth (\$M)



Lead Growth Index (Base 100)



**\$80M+**

Revenue

**60%**

Pipeline

**+300%**

Leads

**+200%**

Traffic



# The power of where

## IP geolocation applications in advertising



In association with MadFest and MediateL



### Digital Element: Available Datasets

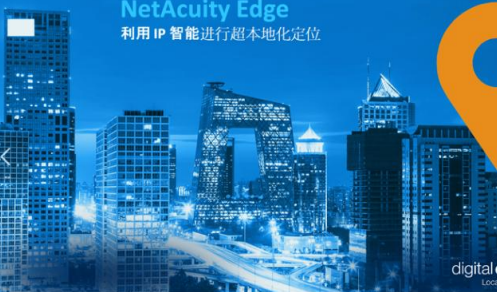
Based on a web visitor's IP address, our solution delivers location and other contextual data parameters, including:

Country	Time Zone	Country	99.9999%
City/Region/State	Process	IP	Independently verified accuracy rates of over
Language	Domain	IP	99.99%
Zip/Postal Codes	Org Name	ASN	at a country level
Custom Regions	Confidence	Home/Business	and 97%+
Connection Type	Latitude/Longitude	Industry Codes	at city level - globally
Media/URL	Phone Area Code	Demographics	
Company Name			

digitalelement  
Location is Elemental™

### NetAcuity Edge

利用 IP 智能进行超本地化定位



digitalelement

The Global Leader in IP Geolocation Technology  
Independently verified as the most accurate IP dataset available

Trusted by some of the world's leading companies



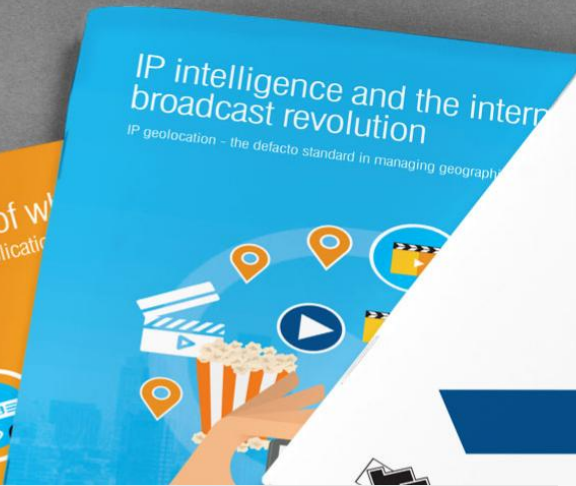
#### About Digital Element

Digital Element is the global leader and industry pioneer of IP geolocation technology. Our IP Intelligence solution is deployed by the world's leading ad networks, broadcasters, and publishers to deliver highly targeted advertising and marketing campaigns.

#### What can our

IP geotargeting a effective and





SMARTFRAME

# The Rise of Contextual Targeting in a Cookieless World





# Everything you need to know about Contextual Advertising

SMARTFRAME



**Performance Marketing World**  
5,428 followers  
2mo · 🌐

The top performance marketing campaigns this week...

From new football and rugby experiences to pop-up vending machines and virtual 7 metre shopfronts, PMW picks the standout performance marketing campaigns from brands.

The top 5 this week are:

- Premier League – Doppelgänger, ROSE Digital, Niantic, Inc.
- Sprite – WPP, OpenX
- The Big Issue – Global Street Art
- New Zealand Rugby – SmartFrame Technologies, Action Press
- Carlsberg Group – iProspect

Find out why they made the list here: <https://lnkd.in/jehmerumt>

#marketing #performancemarketing #campaigns #digital #football #newzealand



Premier League, Sprite, The Big Issue, New Zealand Rugby and Carlsberg: top 5 performance marketing campaigns this week  
performancemarketingworld.com • 7 min read

**ExchangeWire**  
The business of media, marketing and commerce

Home News Events Audio Video Reports Web3 Hub Awards Press

**Industry Review 2023**  
An in-depth look at what's redefining the future of media, marketing and ecommerce.

## The Value of Attention in Ad Tech's New Era – Q&A with Gregor Smith, SmartFrame

by Grace Dillon on 11th May 2023 in News



**Image Streaming:**  
Bringing transparency and fairness to the media supply chain

Image streaming: bringing transparency and fairness to the media supply chain

artech360.com • 4 min read



**The problem**  
Unrecoverable digital image formats used since 1995

- 1.5 Trillion of images captured each year
- 2.5 Trillion of images added to digital repositories, databases and image marketplaces every day
- 34% Value of the stock photo industry is destined to be lost or damaged

The Internet has become like the Wild West when it comes to digital images

- Lack of copyright awareness
- No meaningful protection against theft
- Hard to track and keep track of
- Reproduction, distribution and image marketplace
- Copyrights are being infringed
- No practical way to sue image infringers

# LET'S GROW YOUR BUSINESS

Andrew Ashley · Fractional CMO

*Tech / SaaS Growth · GTM Strategy · Demand Generation*

**\$80M+**

Revenue Scaled

**300%**

Lead Growth

**60%**

Pipeline

**5**

Global Markets

**ABM**

Enterprise Deals