

CASE STUDY

**Client:** Twilio**Location:** San Francisco, California**Industry:** Cloud Communications

The Big Story

Campaign Stars developed Twilio's messaging and buyer personas while repurposing existing content assets to increase Twilio's average deal size and dramatically boost ROI.

Benefits



Reduced

production time
by 40%.



Accelerated

go-to-market with Twilio's
new persona in <90 days.



Repurposed

Twilio's existing content
assets quickly and
affordably.



Established

a robust and repeatable
customer engagement
strategy.



“Campaign Stars quickly made our existing content more appealing, educational, and digestible to a brand new audience.”

— **Manav Khurana**, Vice President of Product Marketing, Twilio

The Solution

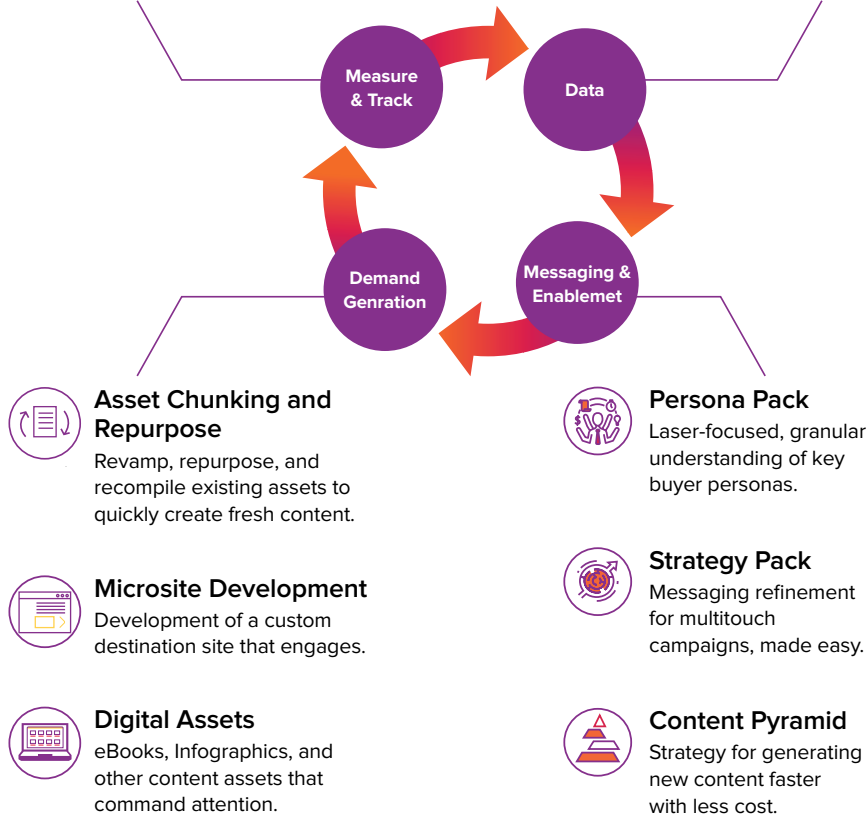
Analytics Platforms

Let data tell the story of your top performing content, segmented by persona.



Contact Data Pack

Detailed data on your target accounts, org charts, and contacts.



Asset Chunking and Repurpose

Revamp, repurpose, and recompile existing assets to quickly create fresh content.



Microsite Development

Development of a custom destination site that engages.



Digital Assets

eBooks, Infographics, and other content assets that command attention.



Persona Pack

Laser-focused, granular understanding of key buyer personas.



Strategy Pack

Messaging refinement for multitouch campaigns, made easy.



Content Pyramid

Strategy for generating new content faster with less cost.

“We discovered that while Developers use our products, it’s really the Product Managers and Team Leaders who make the buying decisions.”

— Manav Khurana,

Vice President of Product Marketing, Twilio

The Client

[Twilio](#), a San Francisco-based technology and communications company, is the world’s leader in cloud-based communications as a service, creating the software and APIs that enable the telephony and messaging behind many of the most popular applications in the world.

The Challenge

Twilio helps businesses and applications do more by connecting people in smarter ways. Twilio’s brand awareness with the Developer community is second to none, but as it moved into the Product Management suite, Twilio needed to quickly produce compelling assets to engage this audience to drive broader product adoption.

With a large catalog of robust content assets underperforming or simply gathering dust, and a strategic initiative to increase average deal size by upselling and cross-selling more products, Twilio badly needed to adjust its messaging and revamp its content. Powering many of the world's greatest apps but struggling to engage the right buyers, Twilio turned to Campaign Stars.

The Solution

Campaign Stars took the time to fully understand Twilio's unique voice, industry perspective, value propositions, and goals for the coming year. Then, Campaign Stars hit the ground running.

First, in order to better target stakeholders higher up Twilio's funnel, Campaign Stars executed our Strategy Pack and Persona Pack. Armed with a new, highly granular understanding of its target buyer's responsibilities, pain points, relevant KPIs, and areas of need, Twilio was able to better craft and optimize its go-to-market strategy for this new, untapped persona.

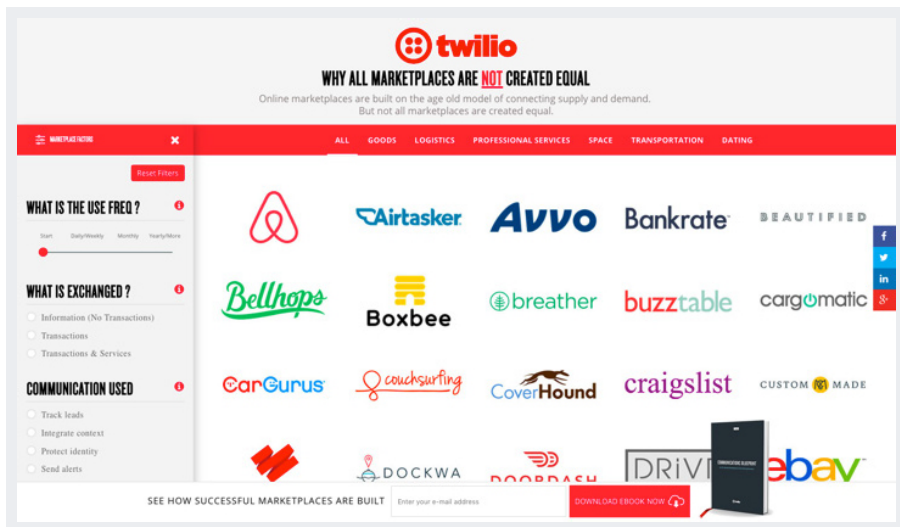
"We discovered that while Developers use our products, it's really the Product Managers and Team Leaders who make the buying decisions," says Manav Khurana, Vice President of Product Marketing at Twilio. "Campaign Stars helped us create better, more targeted messaging that resonated with those personas and their needs."

Then, in order to maximize ROI while minimizing costs for content creation, Campaign Stars performed an audit of Twilio's entire existing content catalog, and identified several assets ideal for Campaign Stars' Asset Chunking offering, a quick and cost-effective way to rapidly create derivative content and dust-off older content to quickly repurpose it for quick consumption.

"Campaign Stars identified a 60-page white paper with great information, but very little engagement," Khurana says. "They took that asset and turned it into a gorgeous, searchable, interactive microsite that made the content more appealing, educational, and digestible."

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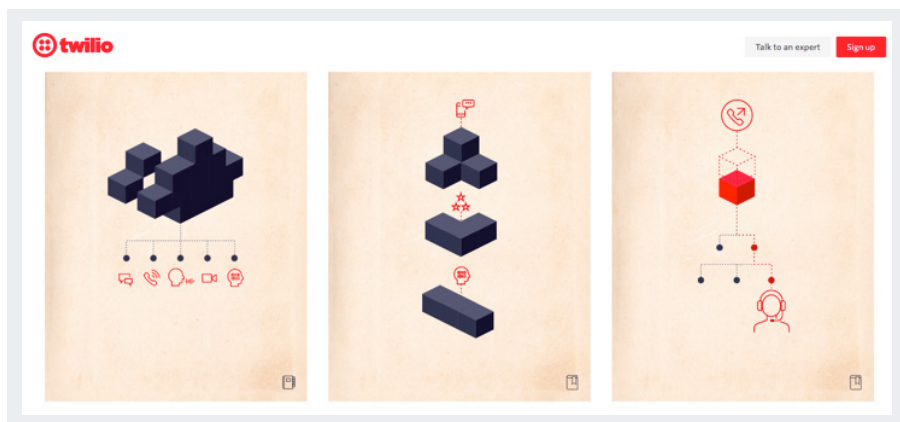
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Marketplace Microsite

<http://ahoy.twilio.com/marketplaces-infographic#0>

Campaign Stars then did the same for Twilio’s existing knowledge repository to dramatically boost engagement. Campaign Stars developed a microsite called Twilio Learn (www.twilio.com/learn). It organizes Twilio’s content library to better align with Twilio’s newly identified buyer personas. The site now tracks user engagement to drive downstream analysis of user engagement and content level analytics to help Twilio’s product teams understand what content is best resonating with specific segments of Twilio’s target audience



Twilio Learn

“You can’t continually improve if you aren’t tracking what’s working. Campaign Stars built that feedback loop for us,” says Khurana. That’s a better way to connect with your customers, made possible by Campaign Stars.

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