



Leveling the Playing Field

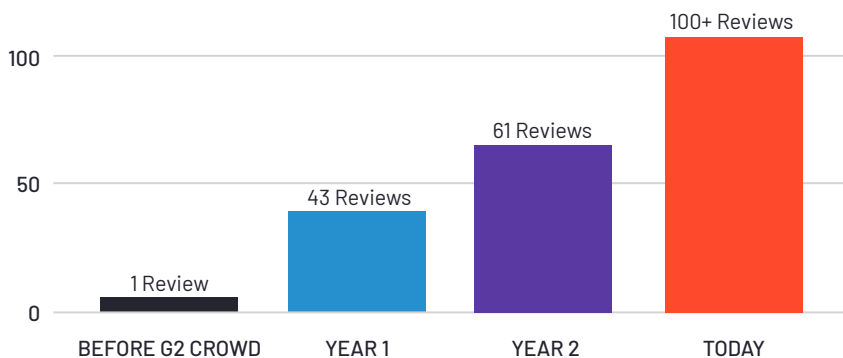
G2 strengthens Kimble's marketing against well-funded competitors



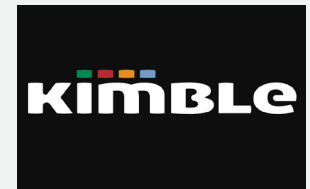
G2 CASE STUDY | SMALL BUSINESS

Facing Off Against Well-Funded Competitors

The Professional Services Automation space is very competitive, and Kimble Professional Services Automation faces some very well-funded competitors. While these competitors promote PSA offerings that are actually part of product suites, Kimble specializes in Professional Services Automation and partners with providers of complementary offerings, giving customers best-of-breed solutions.



With its strong focus on innovation and customer satisfaction, Kimble has devoted far more resources to product development than marketing and sales in order to create a product that speaks for itself. Kimble was looking to ensure that its solution didn't get lost amid the sea of competitors buying online advertising and turned to G2 to stand out from the crowd.



Kimble is a Professional Services Automation solution which fuels and supports growth in consulting organizations. It is designed to focus on the future, with accurate forecasts, proactive resource planning, and devolved accountability.

Leveraging G2 Reviews

Through G2, prospective Kimble customers can gain a balanced and independent view of multiple Professional Services Automation solutions in one place. Kimble's reviews on G2 enable current and prospective customers to see how Kimble's PSA solution works with complementary best-in-class products from other vendors, giving Kimble an edge against larger firms with suite solutions that include a PSA component.

Kimble also leverages its high user satisfaction in the highly competitive PSA category in marketing and sales outreach to prospective buyers. This gives Kimble a distinct advantage as Kimble's solution is not always visible on the web and in search results as their competitors often have larger budgets for online advertising.



Increased Lead
Volume



Higher Quality
Leads



Increased Brand
Awareness

The Results

By using G2 as a key part of its marketing efforts, Kimble has leveled the playing field for its specialized PSA solution. Kimble's customer success teams point clients and prospective customers to the G2 site for impartial and independent reviews.

Kimble Professional Services Automation selected G2 and its platform of verified user reviews to raise awareness of Kimble's PSA solution. Leveraging the breadth and robustness of the G2 platform, Kimble was able to extend its marketing efforts and reach more prospective customers. This allowed them to invest more resources on product development and customer success, creating a better experience for future users.

Talk to us today to see what a G2 profile can do for you.

G2 gives people choice from multiple providers – it doesn't matter how many marketing dollars a firm has to spend. It's not about telling people what to buy – it's about educating buyers.

Mark Robinson, Chief Marketing Officer at Kimble Professional Services Automation