

# JUMP START PROGRAM DEMONSTRATES HOW AWARENESS LEADS TO INVESTMENT FOR CENTAGE

## BACKGROUND

Centage is an emerging financial software company targeted at small and medium sized organizations. Customers range from universities and small retailers to non profits and manufacturers. With a proven budgeting and forecasting solution (Budget Maestro) the company was anxious to expand their business and generate awareness — especially as competitors were rapidly moving down market and crowding deals. With a new Director of Marketing at the helm, Attune Communications was brought onboard to jump start a PR program that could provide ammunition for sales and support demand generation activities.

## STATE OF PR/CHALLENGE

- + Baseline PR program in place with limited news announcements and minimal media coverage
- + Competitors are virtually everywhere in media and analyst coverage
- + Untapped roster of happy customers
- + Social media channels in place, but underutilized
- + Limited content development resources

## OBJECTIVES

- + Generate awareness for the company and its flagship Budget Maestro product; highlight product differentiators.
- + Leverage existing PR assets that had not been used to their potential (customer case studies, corporate blog).
- + Engage with all the key influencers on a consistent basis across channels to develop Centage advocates.

## SOLUTION

Leveraging Attune’s Jump Start Program, Centage began to build momentum. Initially focused on leveraging content from existing materials, Attune effectively repurposed the most relevant and timely pieces to generate “quick hits”. In just nine months the program expanded to include content development coupled with a more formal customer reference program and social media effort.

## RESULTS

Beginning with an analyst tour Attune Communications began connecting Centage with the top influencers in the market to communicate new product innovations and competitive differentiators. Leveraging Attune’s vertical industry knowledge, media expertise, and understanding of the financial audience’s challenges, the media coverage for Centage increased exponentially within the first 90 days. Featuring customer news announcements as well thought leadership articles urging financial executives to rethink their budgeting process, Attune positioned Budget Maestro and Centage as a viable industry alternative. By reusing that content to populate social media channels, Centage was also able to broaden their reach with influencers, key partners, and potential buyers and further combat competitive “noise.” Shortly thereafter the industry buzz delivered interest from investors and in October 2014 Centage secured \$9.5 million in Series A funding from TVC Capital and Northgate Capital.

## HIGHLIGHTS

- + Increased news output by **5x**
- + Year over year coverage (2013 to 2014) increased by nearly **20 percent** including key local outlets.
- + In 2014 cultivated **15 new customer references** and associated case studies for use across marketing channels.
- + That same year a **top tier analyst firm** noted Centage was encroaching on its competitor and turning the tables while another recognized the company as a core vendor in the highly competitive Business Process Management (BPM) category.
- + Secured top tier coverage across **local and national media** outlets featuring funding news.

“Look at Attune as my strategic partner. They are not an extension of my team, they are my team.”

– David Winterhalter, VP, Marketing Centage