



CASE STUDY

Consistent Awareness Campaign Leads to Investment and Growth for Centage

HIGHLIGHTS

- Increased news output by 5x.
- Over the life of the five-year program, Attune increased yearly coverage by nearly 10x.
- In just one year, Attune cultivated 15 new customer references and associated case studies for use across marketing channels.
- In 2014 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. By 2017, Centage was named ahead of its largest competitor in the same BPM ranking.
- Secured top tier coverage across financial trade, local, national and vertical media outlets.
- After a focused effort to garner industry awards across company, customer, and product categories, Attune secured 12 award wins including placement on the prestigious Inc. 5000 list in 2016 and 2017.

BACKGROUND

Centage is a growing 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 on board to develop a strategic PR program that could deliver consistent market awareness, provide tangible ammunition for sales and support demand generation activities.

State of PR/Challenge

- Baseline PR program in place with limited news announcements and nascent 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.
- Leverage untapped PR assets and create new content to use across communication channels.
- Consistently engage with key influencers to develop Centage advocates and fuel inbound inquiries.

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

– David Winterhalter, VP, Marketing, Centage

SOLUTION

By working with Attune, Centage began to quickly 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

Over the course of the next four years, Attune Communications connected Centage with the top influencers in the market to communicate new product innovations, customer successes, and competitive differentiators. Leveraging Attune’s vertical industry knowledge, media strategy expertise, and ability to map key messages to relevant industry trends, the media coverage for Centage increased exponentially over the life of the PR program. 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, proven industry alternative. By integrating communications across channels, Centage was also able to broaden their reach with influencers, key

partners, and potential buyers to 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. Since that time, Centage has continued along a rapid growth path and under the guidance of Attune garnered critical industry recognition and validation securing notable award wins across company, customer, and product categories. By partnering with Attune, Centage was not only able to achieve the level of market awareness required to compete and win against larger vendors with substantially more private equity investment and resources, but positioned the company for future success.