

▶ **THE COMPANY**

Employee Engagement/  
Continuous Performance  
Management (CPM) Software  
HQ San Francisco, CA  
Established 2012  
[www.15Five.com](http://www.15Five.com)

▶ **CHALLENGE**

Increase Customer Size  
Launch New Products  
Penetrate International Markets

▶ **PRACTICE AREAS**

Go-to-Market Strategy  
Sales Enablement

▶ **DELIVERABLES**

MRD: Market Sizing & Pricing  
Competitive Intel  
Value proposition

## Bringing rigor and insight into 15Five's hypergrowth plans.

15Five launched its Continuous Performance Management (CPM) HR platform in 2012, instantly creating a new niche in the burgeoning employee engagement and development market. After rapid success and strong growth with SMBs early on, the San Francisco-based company broadened its horizons, looking to add new products and services, attract enterprise clients, and expand its reach into international markets. Growing fast and short on resources, 15Five leveraged the Aventi Group's go-to-market expertise to help it chart a course to the next stage.

“Our CEO was wowed by their insights. The credible, third-party validation Aventi delivered was invaluable in helping us firm up our plans for expansion.”

— **Keshila Shannon**, Vice President, Marketing

### Look before you leap: What are the blind spots?

“We knew where we wanted to go. The problem was not knowing what we didn't know. What were the blind spots on the competitive landscape? Where were the opportunities, and what should we avoid,” said Shannon. Aventi's team of strategists, researchers, and HR experts conducted market-needs testing, developed a value proposition to highlight 15Five's differentiation, provided guidance on pricing, and identified the best prospects for expansion. Key deliverables included:

- Market Requirements Document (MRD) covering key players in the employee engagement market, relevant products, the market landscape, its size, and growth estimates.
- Customer insight research based on qualitative, in-depth interviews with customers and prospects.
- Market-sizing analysis for international expansion.

### A complete analysis of the competitive landscape.

To provide critical insights for 15Five's international expansion plans, Aventi Group conducted a deep dive on some 20 major CPM competitors. The research focused on six countries across three continents and delivered hard to find facts on each player, including annual revenue, notable customers, venture funding, “street” pricing, branding and marketing strategies, and more. Three potential M&A targets were also identified.

The extensive intel fed directly into sales enablement tools that 15Five leveraged across its entire sales force to highlight company's competitive differentiation.

## Why Aventi Group?

As a young company experiencing robust growth, 15Five suffered from time and resource limitations. "Having a resource like Aventi dedicated exclusively to solving our problems was awesome," said Shannon. Aventi's broadly experienced team functioned as an extension of 15Five's product marketing team. Aventi was selected for its strategic thinking and the hands-on, top-level involvement of the agency's principals. "Aventi's managing director was there throughout the entire engagement — not just to sell it."

“Aventi has really been a strategic brain for us.”

— **Hollie Aghajani**, Director, Product Marketing

## Results



Market Requirements Document (MRD) provided valuable insights, including unmet product needs, optimal pricing levels, packaging recommendations, acquisition potential, and growth opportunities.



Broadly scoped research and analysis provided credible validation and fine tuning of the go-to-market plan and execution.



Customer needs insights helped with 15Five's messaging and positioning across the company, enabling sales and marketing teams to consistently speak the same language.

“Aventi Group provided the product marketing expertise, objectivity, and collective experience we needed to confirm our go-to-market roadmap. They provided validation that we just couldn't get internally — it was a great way to scale our resources.”

— **Keshila Shannon**, Vice President, Marketing

## Get product marketing expertise and resources on demand.

Aventi Group delivers essential product marketing services from the heart of Silicon Valley, flexibly and on demand.

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On-Demand Product Marketing

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