

APPLICATION OVERVIEW DOCUMENT

Go to market strategy for SaaS products

Congratulations on completing your application definition! This document presents a summary overview of your application as defined in the Pega platform. It encapsulates the key elements of your application's design, highlighting its core functionalities and overall structure.

Please note that this is a high-level view and does not include granular details like data models or sample data. It's an ideal resource for a quick reference, facilitating discussions among team members and stakeholders, and for guiding strategic decisions in your application development process.

Blueprint ID: BP-73320

Application Context

Organization name	Industry	Industry subsegment	Language
Babson College	Consumer Services	Other	English

Application purpose

Go to market strategy for SaaS products

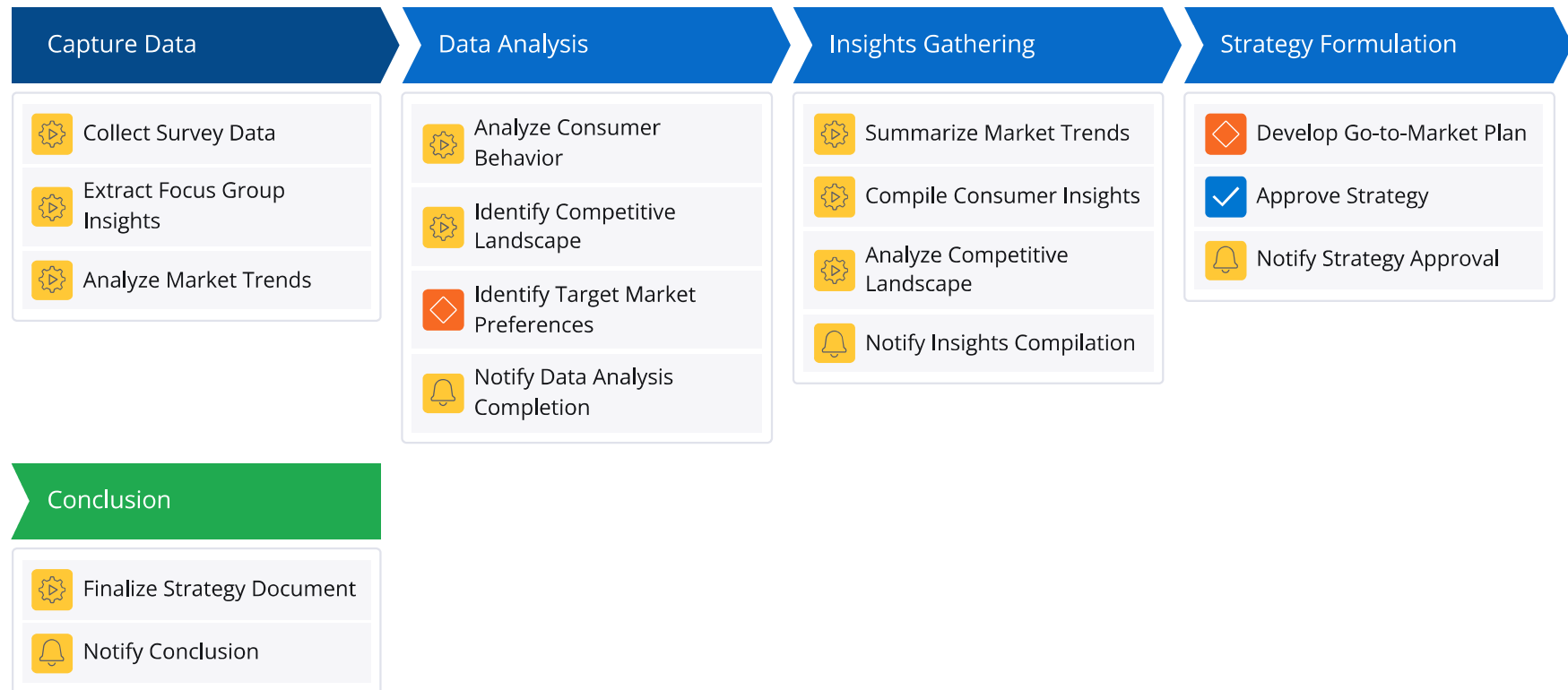
Functional description

design a go to market strategy for SaaS products incorporating business analytics and consumer insights

Case Types

Market Research

Market Research case type involves conducting in-depth analysis of market trends, consumer behavior, and competitive landscape to gather insights that inform the go-to-market strategy for SaaS products. It includes activities such as surveys, focus groups, and data analysis to understand the target market and its preferences.

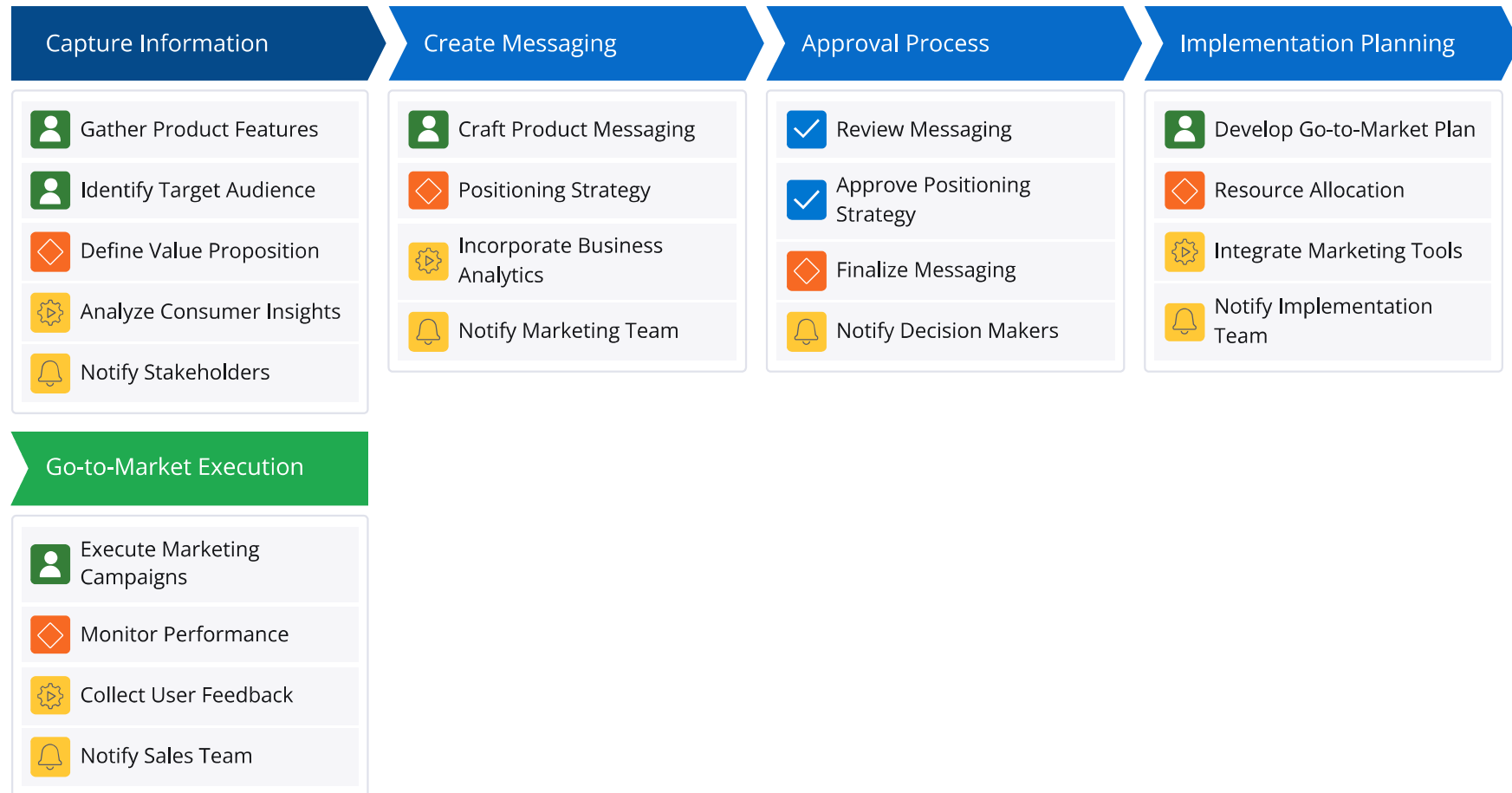


Field Name	Description	Type	Primary
Case...	The description of the market research case, including the objectives, scope, and key focu...	Text	✓
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓

Field Name	Description	Type	Primary
Product Name	The name of the SaaS product being researched for the go-to-market strategy. This field...	Text	✓
Research...	The findings and insights obtained from the market research activities. This field captures...	Text	✓
Target Market...	The target market segment or audience for the SaaS product. This field identifies the...	Text	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓
Action Plan	The recommendations and action plans derived from the market research findings. This...	Text	
Competitive...	The competitive landscape analysis results, including the strengths, weaknesses, and...	Text	
Created by	User that created the case	Text	
Created...	Date/time case was created	DateTime	
Data Sources	The data sources and references used in the market research activities. This field includes...	Text	
Description	Description for this individual case instance	Text	
Focus Group...	The outcomes and analysis of the focus group discussions conducted as part of the mark...	Text	
Market Trend...	The summary of key trends and market dynamics identified through data analysis. This...	Text	
Resolved by	User that resolved the case	Text	
Resolved...	Date/time case was resolved	DateTime	
Survey...	The details of the survey questions used in the market research process. This field include...	Text	

Product Positioning

Product Positioning case type focuses on defining the unique value proposition of the SaaS products and identifying the target audience. It involves creating messaging and positioning strategies to effectively communicate the product's benefits and differentiation in the market, ultimately influencing the go-to-market strategy.

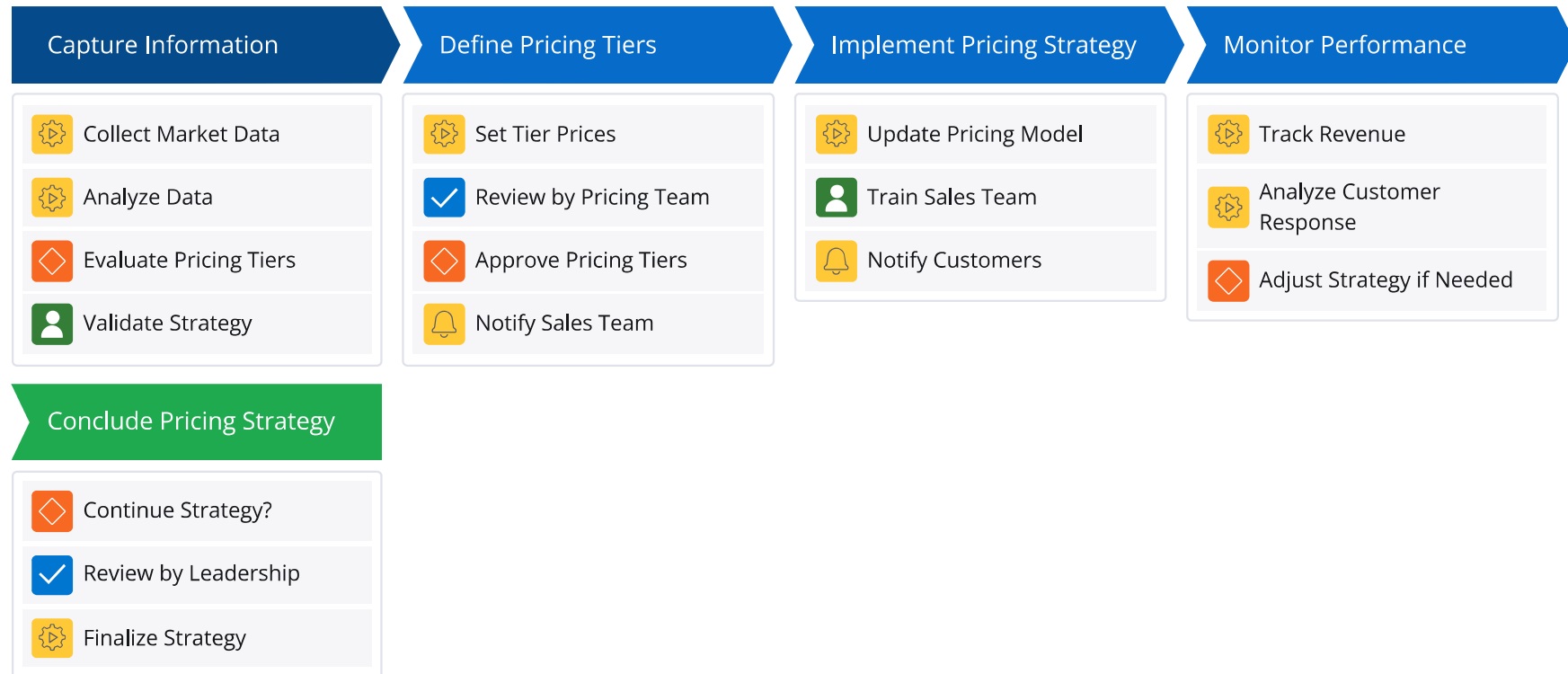


Field Name	Description	Type	Primary
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓

Field Name	Description	Type	Primary
Product Description	The unique value proposition of the SaaS product, describing its key features,...	Text	✓
Target Audience	The target audience for the SaaS product, including demographic, geographic,...	Text	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓
Competitor Analysis	The competitor analysis and benchmarking information to understand the...	Text	
Created by	User that created the case	Text	
Created date/time	Date/time case was created	DateTime	
Description	Description for this individual case instance	Text	
Feedback and...	The feedback and performance metrics related to the product positioning effort...	Text	
Go-to-Market Plan	The go-to-market plan outlining the strategy for launching and promoting the...	Text	
Market Research Data	The market research data and consumer insights used to inform the product...	Text	
Marketing Collateral	The marketing collateral and assets created to communicate the product's valu...	Text	
Messaging Strategy	The messaging strategy to effectively communicate the product's benefits and...	Text	
Positioning Strategy	The positioning strategy to define the product's placement in the market and its...	Text	
Resolved by	User that resolved the case	Text	
Resolved date/time	Date/time case was resolved	DateTime	
Sales Enablement...	The sales enablement materials and resources to support the product positioni...	Text	

Pricing Strategy

Pricing Strategy case type is responsible for determining the optimal pricing model for the SaaS products based on market demand, competitive pricing, and value perception. It involves conducting pricing analysis, defining pricing tiers, and establishing pricing strategies to maximize revenue and market penetration.

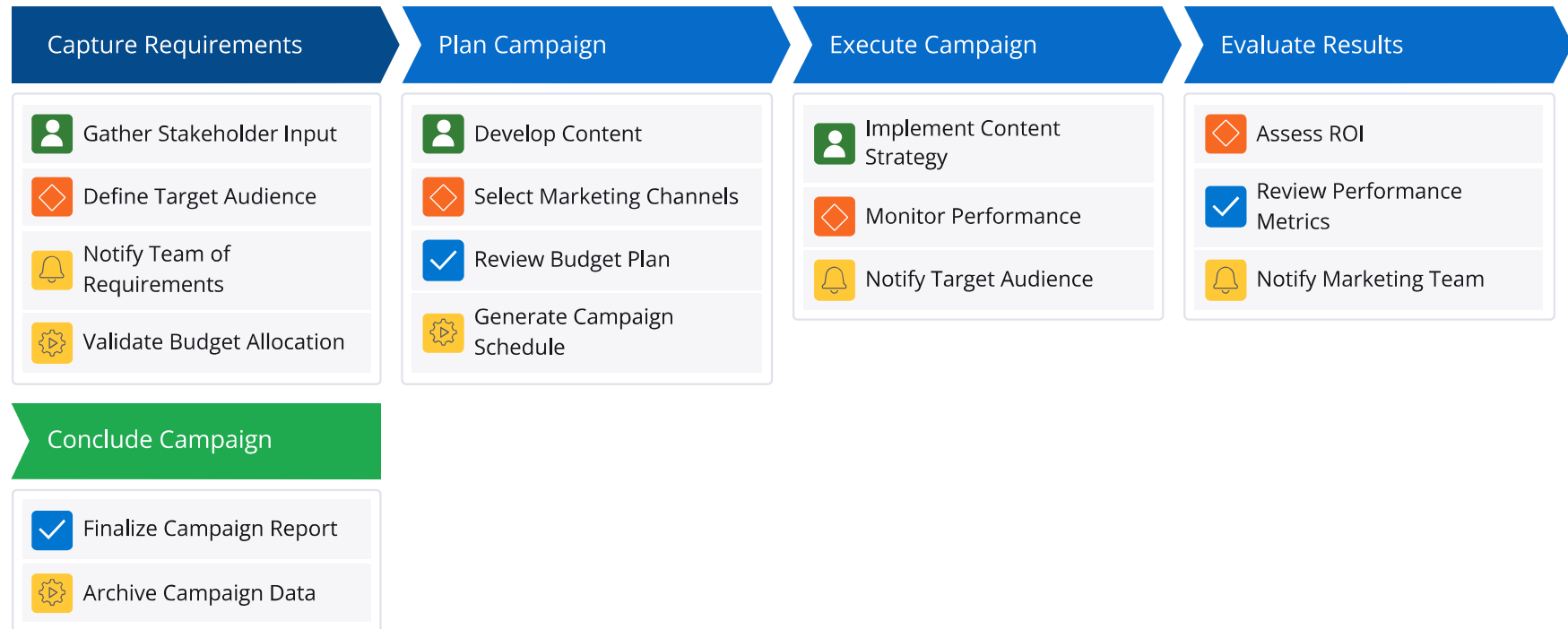


Field Name	Description	Type	Primary
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓
Offer Price	The price at which the SaaS product will be offered to customers.	Currency	✓
Product Description	A brief description of the SaaS product and its key features.	Text	✓
Product Name	The name of the SaaS product for which the pricing strategy is being designed.	Text	✓

Field Name	Description	Type	Primary
Production Cost	The cost incurred in producing or providing the SaaS product.	Currency	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓
Competitive Pricing...	Analysis of the competitive pricing of similar SaaS products in the market.	Text	
Consumer Insights	Insights and analytics on consumer behavior and preferences related to pricing.	Text	
Created by	User that created the case	Text	
Created date/time	Date/time case was created	DateTime	
Description	Description for this individual case instance	Text	
Market Demand	The current market demand for the SaaS product.	Text	
Pricing Strategies	Strategies to maximize revenue and market penetration through pricing...	Text	
Pricing Tiers	The defined pricing tiers for the SaaS product based on different features and...	Text	
Resolved by	User that resolved the case	Text	
Resolved date/time	Date/time case was resolved	DateTime	
Value Perception	The perceived value of the SaaS product in the target market.	Text	

Campaign Management

Campaign Management case type encompasses planning, executing, and monitoring marketing campaigns to promote the SaaS products. It includes activities such as content creation, channel selection, budget allocation, and performance tracking to ensure effective communication and engagement with the target audience.

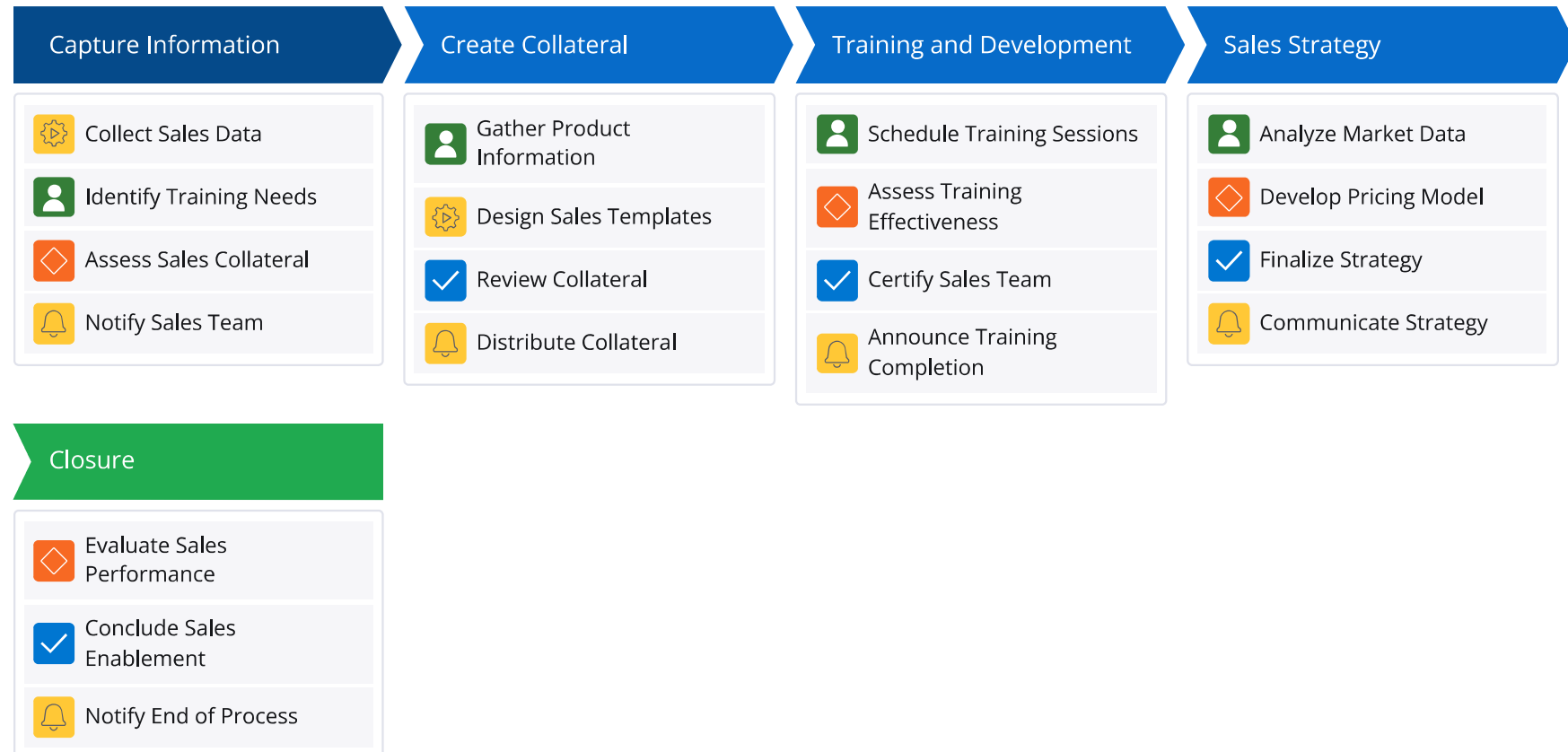


Field Name	Description	Type	Primary
Campaign...	A brief description of the marketing campaign's objective and target audience for...	Text	✓
Campaign Name	The name of the marketing campaign that is used for promotional activities for SaaS...	Text	✓
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓
Content Type	The type of marketing content being created, such as email, social media posts, blog...	Text	✓

Field Name	Description	Type	Primary
End Date	The date and time when the marketing campaign is scheduled to end for promoting th...	DateTime	✓
Start Date	The date and time when the marketing campaign is scheduled to start promoting the...	DateTime	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓
Budget	The allocated budget for the marketing campaign to promote the SaaS products.	Currency	
Campaign Status	The status of the marketing campaign, whether it is planned, ongoing, or completed for...	Text	
Created by	User that created the case	Text	
Created date/time	Date/time case was created	DateTime	
Description	Description for this individual case instance	Text	
Distribution...	The selected channels or platforms where the marketing content will be distributed to...	Text	
Performance...	The performance metrics and key performance indicators (KPIs) used to track the...	Text	
Resolved by	User that resolved the case	Text	
Resolved...	Date/time case was resolved	DateTime	
Target Audience	The target audience or market segment for which the marketing campaign is designed t...	Text	

Sales Enablement

Sales Enablement case type focuses on equipping the sales team with the necessary tools, resources, and training to effectively sell the SaaS products in the market. It involves creating sales collateral, providing product training, and developing sales strategies to support the go-to-market efforts.



Field Name	Description	Type	Primary
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓
SaaS Product...	The SaaS Product Name that the sales enablement case is focused on. This field contain...	Text	✓

Field Name	Description	Type	Primary
Target Market...	The Target Market Segment for the sales enablement case. This field contains the speci...	Text	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓
Created by	User that created the case	Text	
Created date/time	Date/time case was created	DateTime	
Date of Training	The Date of Training for the sales enablement case. This field records the date when th...	DateTime	
Description	Description for this individual case instance	Text	
Link to Sales...	The Link to Sales Collateral for the sales enablement case. This field contains the URL li...	URL	
Link to Training...	The Link to Training Material for the sales enablement case. This field provides the URL...	URL	
Resolved by	User that resolved the case	Text	
Resolved...	Date/time case was resolved	DateTime	
Sales Collateral...	The Sales Collateral Type for the sales enablement case. This field specifies the type of...	Text	
Sales Strategy...	The Sales Strategy Description for the sales enablement case. This field contains a brief...	Text	
Sales Team...	The Sales Team Member Name for the sales enablement case. This field captures the...	Text	
Status of Sales...	The Status of Sales Enablement for the sales enablement case. This field indicates the...	Text	
Training Materia...	The Training Material Type for the sales enablement case. This field indicates the type o...	Text	

Monitor KPIs

monitoring the KPIs during the pre-launch, launch and post launch phases. DATA DRIVEN GO-TO-MARKET STRATEGY Pre – Launch Phase Creating Awareness Content Creation During the pre-launch phase it is important to create awareness of the product. So, the company should focus on writing about its product in Blogs, post on Quora and reddit and answer questions on both social media platforms where the product is an ideal fit and solves the problem the customer is asking about. Along with this the videos about the functionality of the product should be posted in company's YouTube channel and in FB and Slack groups specifically created to understand the emotions of the customer. For this purpose, it would be ideal to choose Beta tester customers and influencers who are from the same segment under the demand and supply curve. The positioning matters a lot and even though the marginal cost for a SaaS product is almost nil because once the pricing of the product is out there, it would be very difficult to increase the price without there being a huge surge in demand.

KPIs: Task Completion Rate – This is to ensure that the products are rolled out on the above-mentioned channels at the right time and at the right interval. $\text{Task Completion Rate} = (\text{Number of Completed Tasks} / \text{Total Number of Assigned Tasks}) \times 100$

Traffic During this phase, the company should monitor the traffic that is coming to each of its channels (Paid and unpaid) and understand what the overall sentiment towards the product is, whether it's positive or negative and also what are the features of the product that the customer likes the best. During the prelaunch phase the company should be able to understand which 3 are the best features of its product and keep a tab on the top 5 or 6 attributes (Value proposition for the customer). In a marketing message to the customer, the standard approach would be to keep a maximum of 6 as you would lose the attention of the customer beyond that point. Identifying the best feature that the customer likes and curating the marketing messaging to that would be best approach. This is one of the reasons Apple ads are so much more impactful than its counter parts who portray a array of features which leaves the customer confused. E.g.: Apple identifying the camera on its phone to be the best feature and promoting the messages that the pictures and videos taken on an iPhone are the best. Also identifying the best six attributes and what weight it carries helps the company do an attribute analysis and later a conjoint analysis to understand at what price it should sell its products.

KPIs: CSAT (Customer Satisfaction Score) score and NPS (Net promoter Score) score for the product and features. $\text{CSAT} = (\text{Number of Satisfied Customers} / \text{Total Number of Respondents}) \times 100$ $\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$

Promoters (score 9-10), Passives (score 7-8), Detractors (score 0-6) NPS will help understand how likely a particular customer is to recommend the company's product to others the customer knows or comes in discussion about the product with.

Sentiment Analysis – From the comments of the customer, using natural language processing (NLP), the company should identify and classify the polarity of the text, which could be positive, neutral or negative. This can be done through data collection, text processing, feature extraction, sentiment classification and evaluation. This helps the company understand the general sentiment towards the product and how much the customer values the product and its features. CAC/Leads

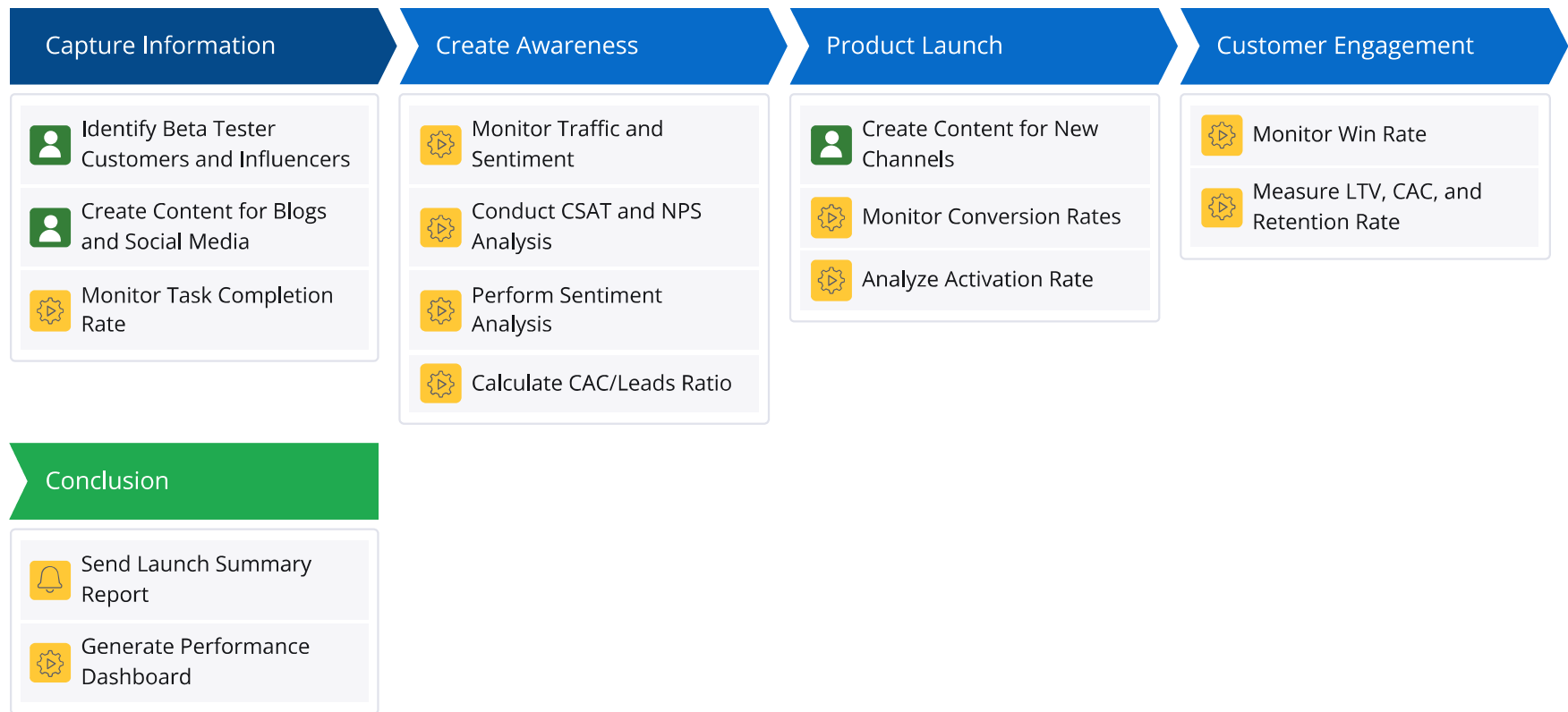
(for Paid channels) – Understanding the ratio of Customer Acquisition Cost to the number of leads (traffic to the posts) generated will help us understand how well the paid channels are working and which channels are the best ones in terms ROI value to market its products. Ideally the CAC/ Leads ratio should be at the lowest. This will also help us segregate the traffic that is happening organically compared to the ones which are coming through paid channels.

Launch Phase During the launch phase (1st month of launch), like in the pre-launch phase, the company should keep creating contents for the channels mentioned above to increase customer awareness for the product. Since the product for Pega, is a SaaS based ERP software, the company should launch in new channels such as Industry Events, LinkedIn, YouTube and Twitter, where it would come into the notice of the professional community. Here it should leverage on the fact that it has already curated the best product promotion, understood the sentiments of the working community who are going to use these products at various companies and have the marketing ads and ideas curated to appeal for the tastes of the C-suite. At this point, the product should have the least possible errors and bugs and the usability should be intuitive and user-friendly.

KPIs: The company should continue mentoring the CSAT, NPS, sentiment, and CAC/ leads. Apart from this company should start monitoring the Conversion rates of each of its channels. The conversion rate can be calculated by seeing how much traffic is coming through the channels and how many of them are engaging with the product (Leads), which might be them downloading a piece of content or filling out a form or more. If the conversion rate is not there then there is no use of proceeding further down the funnel. The company should be curating and creating more innovative content to drive traffic. Ideally the company should be looking at conversion rates of 20% and above. After this the company should focus on the Activation rate which is when the leads get converted into opportunities. Opportunities are when a sales team engages with the potential customer, or the customer has used a demo/ trial of the product or service. The industry norm here to be followed is between 10 to 20%.

Post- Launch Phase During the post launch phase, apart from the company monitoring traffic, leads and opportunities and calculating conversion rate, and activation rate, now it should start looking at the Win rate. Win rate is when the opportunities are getting converted into revenue. It is when the customer is actually purchasing the product and the win rate should ideally be 50% or more if the opportunity is sales led (inbound lead) and it should be 7 to 10% if it is product lead. In product led scenario, there is no human interaction, and all the sales happen through a seamless, self-service experience where the customer is able to satisfactorily judge the value of the product.

KPIs: Since there is enough data at this stage, the company would ideally want to measure Life time value (LTV), Customer acquisition cost (CAC), CSAT, NPS, measure the ratio of LTV/CAC (ideally high and positive), and the customer retention rate. The attrition rate for a ERP product should ideally be very low owing the higher switching cost involved and owing to the company's excellent customer support.



Field Name	Description	Type	Primary
Case ID	Unique identifier for this individual case instance	Text	✓
Case Label	Label for this individual case instance	Text	✓
Monitoring Start Date	The date and time when the monitoring of KPIs started for a specific phase	DateTime	✓
Phase	The phase of the go-to-market strategy (pre-launch, launch, post-launch)	Text	✓
Product Name	The name of the SaaS product	Text	✓
Urgency	Priority/urgency of the case	Decimal	✓
Work Status	Work status of the case	Text	✓

Field Name	Description	Type	Primary
Activation Rate	The activation rate calculated as the percentage of leads converted into...	Decimal	
CAC/Leads Ratio	The ratio of Customer Acquisition Cost to the number of leads generated for pa...	Decimal	
Conversion Rate	The conversion rate calculated as the percentage of engaged leads out of the...	Decimal	
Created by	User that created the case	Text	
Created date/time	Date/time case was created	DateTime	
Customer Retention Rate	The customer retention rate calculated as the percentage of customers retain...	Decimal	
Customer Satisfaction...	The percentage of satisfied customers out of the total respondents	Decimal	
Description	Description for this individual case instance	Text	
Life Time Value (LTV)	The lifetime value of a customer	Decimal	
LTV/CAC Ratio	The ratio of lifetime value to customer acquisition cost	Decimal	
Net Promoter Score (NPS)	The Net Promoter Score (NPS) calculated as the percentage of promoters minu...	Decimal	
Resolved by	User that resolved the case	Text	
Resolved date/time	Date/time case was resolved	DateTime	
Task Completion Rate	The completion rate of tasks assigned for the specific phase	Decimal	
Win Rate	The win rate calculated as the percentage of opportunities converted into...	Decimal	

Live Data

SaaS Product

Represents the SaaS Product Data Object and holds values like Name, Description, Pricing, Features, and Integrations. It is ideally connecting to the Product Catalogue system for real-time data synchronization.

Go to Market Strategy

Represents the Go to Market Strategy Data Object and holds values like Target Market, Marketing Channels, Sales Strategy, and Launch Plan. It is ideally connecting to the Marketing Analytics system for performance tracking and optimization.

Consumer Insights

Represents the Consumer Insights Data Object and holds values like Demographics, Behavior Patterns, Preferences, and Feedback. It is ideally connecting to the Customer Relationship Management (CRM) system for data enrichment and personalized targeting.

Business Analytics

Represents the Business Analytics Data Object and holds values like Key Performance Indicators (KPIs), Market Trends, Competitive Analysis, and Forecasting Models. It is ideally connecting to the Business Intelligence (BI) system for data visualization and decision support.

Marketing Channel

Represents the Marketing Channel Data Object and holds values like Channel Name, Audience Reach, Engagement Metrics, and Conversion Rates. It is ideally connecting to the Marketing Automation system for campaign execution and tracking.

Personas

Market Research Analyst

The participant responsible for conducting market research, analyzing consumer behavior, and identifying target audience for SaaS products.

Marketing Manager

The participant responsible for creating marketing strategies, developing pricing models, and coordinating product launches for SaaS products.

Sales Analyst

The participant responsible for analyzing sales data, tracking performance metrics, and optimizing sales strategies for SaaS products.

User Experience Researcher

The participant responsible for gathering customer feedback, conducting user testing, and providing insights for product improvement for SaaS products.

UI/UX Designer

The participant responsible for designing user interfaces, creating wireframes, and ensuring a seamless user experience for SaaS products.

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