

Market Definition:

TAM: Enterprises, organizations, SMBs, and public sector (Global)

SAM: CDN Users

Target Markets: SaaS, e-commerce, Social Media

Segmentation Criteria:

1. Size
2. CDN User
3. Urgency (actively looking for a solution)
4. Geo-distributed user base
5. Vertical Market
6. Presence of Mobile Apps
7. Type of urgency (DDoS protection or Latency)

Market Segments:

All market segments are composed of small/medium size businesses and are CDN users. Based on the chosen criteria, a total of 6 segments were identified for each solution:

1. Actively looking for a similar solution (due to a DDoS attack or need to grow faster)
2. SaaS providers with mobile apps
3. SaaS providers who need to develop mobile apps
4. Social Networks
5. e-commerce with mobile apps
6. e-commerce who need to develop mobile apps

Subsegments In Vertical Markets:

1. SaaS
 - a. CRM
 - b. Communication & Collaboration
 - c. Application Development
 - d. Office Suites
 - e. Business Analytics & Intelligence
 - f. ERM (Financial Accounting, Payroll)
 - g. ERM (HR, HCM)
 - h. ERM (Supply Chain)
 - i. Content (Management, Authoring, Publishing, Search)
 - j. Project & Portfolio Management
2. Social networks
3. E-commerce (shopping, not buying)
 - a. Daily Deals (Classic, Publisher, Realtime, White Label, Exchanges, Aggregators, Secondary Market, Analytics)
 - b. Flash Sales (Fashion, Beauty, Travel, Home)
 - c. Price Comparison
 - d. Marketplaces/Auctions
 - e. E-Commerce Implementation (General, Social Enablers, Storefront/Cart, Order Management, Distribution)
 - f. E-Commerce Analytics
 - g. Consumer goods
 - h. Consumer Services
 - i. Retail
 - j. Travel
 - k. Hotel
 - l. Food & Beverage
 - m. Media & Entertainment

Targeting:

A mix of the following will be used to target CIOs, CTOs, Enterprise Developers, CMOs and Marketing Managers:

1. Premium LinkedIn InMail (up to 25 per month - response guaranteed, otherwise re-credited to account)
2. Purchase Mailing lists (The availability of CIO/CTO contacts is limited)
3. Follow customers on twitter
4. Cold calls/emails to companies
5. Inbound marketing (Blog, social marketing, SEO): mainly to attract segment #1.