Content Strategy

PURPOSE

The purpose of this analysis is to assess existing content on **{Company}*** website and identify opportunities to optimize the messaging in order to increase conversions. We will use:

- **Interviews with {Company} team members** to find alternative ways to communicate the value proposition effectively and emphasize key delighters.
- **Voice of Customer Research** to identify product characteristics that current customers see as the most valuable so we can emphasize them in the website copy. (*Source: Customer survey*)
- **Competitive Research** to identify potential differentiators.

*Research study anonymized for confidentiality

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How Would You Describe {Company} to a Friend?

"Machine data analytics platform that provides customers with insight into their application stack, and helps secure their data". **(Michael, Sales)**

"We take machine data and make it more readable and understandable to a human. We help customers gain insights into their apps and reduce troubleshooting time." **(Rashmi, Customer Support)**

"We are a company that takes the machine data exhaust out of apps and turns them into insights. {Company} helps understand the app performance, see how users are doing and protect the data." **(Ben, Product Marketing)**

Keywords:

offers a holistic view across all the infrastructure

helps understand app performance

helps protect/secure data

reduces troubleshooting time

Problem > Agitation > Solution

Problem:

Lack of visibility into what's happening across the technology stack, long time to issue resolution, a lot of engineering resources required to diagnose and resolve issues.

Agitation:

Customer experience standards are rising. Continuous success demands a digital transformation. Effective and confident digital transformation requires keeping your hand on the pulse of your application stack at all times.

Solution:

Flexible and powerful monitoring and troubleshooting platform that **ensures smooth performance of your app, and allows you to focus on serving your customers.**

User Quotes:

"We've been able to monitor important metrics, and find and debug problems all in the same place thanks to {Company}. It makes us feel more secure about the code we ship and ultimately more confident in the experience that we're providing to our customers".

Grateful {Company} Customer

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What Customers Love About {Company}

*"**Combining metrics with logs is fantastic**, this provides great value to me and I hope that the market agrees."*

*"{Company} **serves as a single place to go** to search, parse, report and visualize cloud data."*

*"{Company} **grabs my data and makes it accessible and secure**."*

*"I **can depend on metrics/logs/alerts** for mission-critical functions."*

*"The tools available, once understood, are **VERY powerful and easy to use**. {Company} provides an **amazing degree of flexibility and control** over all available data."*

Icon by Norbert Kucsera.

Top 3 Benefits: 1. Ease of Use

Insight:

The customers deeply appreciate how easy it is to use {Product}, starting from the installation and setting up data collection, to analyzing logs, to visualizing data on the fly.

Recommendations:

- **Emphasize lightning fast time to value** (*"by the time we finish this conversation, we could have set up {Product}, started monitoring and visualizing infrastructures, discovered an anomaly and investigated it" - Jason, Sales*).
- **Feature "Apps" prominently as a great way to kick-start log analysis**. Consider adding a descriptive explanation for what they are, e.g. "out-of-the-box reports" or "dashboards for common integrations".
- **Showcase the UI** with clickable screenshots.

User Quotes:

"Easy to get up and running"

"Integrating log collectors is quite simple"

"It is easy to analyze logs. I like LogReduce feature very much."

"User interface is clear and intuitive"

Top 3 Benefits: 2. Flexibility

Insight:

Customers value the flexibility of {Product} when it comes to ingesting and visualizing data.

Recommendation:

- Emphasize the flexibility of the platform by listing the number of integrations, making it easy to confirm that {Product} supports the prospective customer's stack.
- Include data visualization flexibility in the list of key benefits.

User Quotes:

"{Product} parses logs from uncommon sources"

"On-the-fly visual representation of data and creating charts is great"

"UI cross-platform support"

Top 3 Benefits: 3. Power

Insight:

Customers appreciate fast and effective log searches as well as reliable anomaly detection and automated reporting.

Recommendation:

- Emphasize how easy it is to get valuable information from {Product} because the platform is so robust and thoughtfully built.

User Quotes:

"I can query logs super fast."

"No lag in searching and no lag in browser UI"

"powerful query language"

"immediate preview of results"

3Q Competitive Analysis

Splunk Drawbacks and {Company} Differentiators

Below are Splunk improvement opportunities listed by its users. A lot of them are {Company} strengths (according to {Company} users). We can emphasize these advantages to make the choice easier for prospective customers.

- **Splunk:** The software is difficult to use. Configuring a few apps is complex, not straightforward **vs {Company}: easy log ingestion, aggregation and analysis.**
- **Splunk:** The query structure and syntax is very clumsy and non-intuitive **vs {Company}: powerful and intuitive query language.**
- **Splunk:** Deploying at scale is not easy. It requires a significant amount of relatively complex architecture once you push past the single server instance **vs {Company}: easily scalable.**
- **Splunk:** UI can be improved **{Company}: clear, intuitive UI.**
- **Splunk:** We usually have to follow up with technical support on our open cases **vs {Company}: customer service is top-notch, awesome support staff.**
- **Splunk:** developer documentation could use some updating and clarification **vs {Company}: really good documentation and how-to videos.**

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DataDog Drawbacks and {Company} Differentiators

Below are DataDog improvement opportunities listed by its users. A lot of them are {Company} strengths (per {Company} users). We can emphasize these {Company} advantages to make the choice easier for prospective customers.

- **DataDog:** The learning curve is high. Overwhelming amount of information to search through in order to start using the product **vs {Company}:** **It was very easy to get started. Collector setup & use is excellent.**
- **DataDog:** It is a little slow to filter some tags. The more data you have, the slower response DataDog service will become, when you query the service **vs {Company}:** **fast, powerful searches with no lags.**
- **DataDog:** Default setup is just empty. The plugins they list as available will give you only very basic info, that it's totally worthless. We had to write our own plugins for each and every service and part of our system **vs {Company}:** **powerful off-the-shelf apps.**
- **DataDog:** Help documentation needs improvement **vs {Company}:** **really good documentation and how-to videos.**

Key Competitive Advantages

- **Immediate Value**

- powerful out-of-the-box dashboards help jumpstart the monitoring.

- **Easy to use and get a strong ROI**

- easy log ingestion, aggregation and analysis, clear UI, intuitive query language > no technical sophistication required to get valuable information.

- **Reliable and comprehensive support system.**

- excellent up-to-date documentation and top-notch customer support.

User Quotes:

*"We had difficulty getting users used to the DataDog. You need some background to get the most out of the product. **This solution is not for non-experienced users and required time to learn it"** (DataDog user.)*

*"There is a definite learning curve to starting out. Official training is expensive so not many people are able to get certified. **This leads/causes the users to make use of the most basic functionality only."** (Splunk user.)*

*"It can be tough to determine if you are **getting all of the value out of your investment** at times."* *(Splunk user.)*

Value Proposition Above The Fold - Example.

Test Concept: Value Proposition Above The Fold

Hypothesis: by listing key benefits and differentiators above the fold in a scannable format and showcasing the product we will enhance clarity, communicate value efficiently and increase free trial sign-ups.

Machine Data Analytics for DevOps and Security.

- real-time visibility into your application stack
- combined logs and metrics
- guaranteed data security and easy compliance
- fully managed SaaS solution
- powerful out-of-the-box dashboards
- top-class support and documentation

Test Concept: Concise Integrations

Hypothesis: By prominently listing the most commonly used apps and integrations in a concise logo-only format we will reinforce value and flexibility , answer an important question prospective customers have based on user testing (*"Does {Company} support my stack?"*) and increase free-trial sign-ups.

Implementation Example

Thank You