



# Boost Upsell Revenue by 1.5X with DemandFarm

**Industry:** IT & Services

**Sector:** AI, Cloud computing & Cyber Security

## Challenges:

As a mid-sized company, the client was finding it difficult to make informed business decisions and drive revenue.

### Specifically, they had four key challenges that they were struggling with:



An impaired view of the pipeline strategy



Difficulty understanding client relationships



Limited view of past projects and accounts' financial performance



Inability to identify growth opportunities

## The Solution: DemandFarm's Account Planner Starter:

DemandFarm immediately identified the exact product that would help the client resolve all their issues. The Account Planner Starter!





## Key Benefits: Increased Upsell Revenue:

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The outcome of the client partnering with DemandFarm was impressive! Using the Account Heatmap feature in DemandFarm's Account Planner Starter, the client could immediately access their current pipeline and identify areas for growth. The result was an increase in upsell revenue by 1.5X.

The team was also able to determine the market performance of their products and plan growth strategies around successful offerings.

It became possible to create an effective communication plan that drives results. The client could now identify which stakeholders would support them and who could negatively influence decisions against them.

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## Conclusion:

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DemandFarm's Account Planner Starter empowered the client to overcome their account management challenges and drive significant growth. With its powerful insights and actionable data, the client was able to make informed business decisions, increase up sell revenue and transform their account management strategy.

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