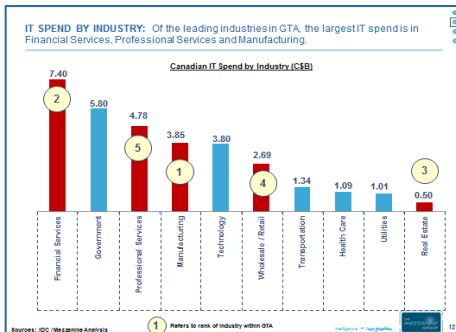
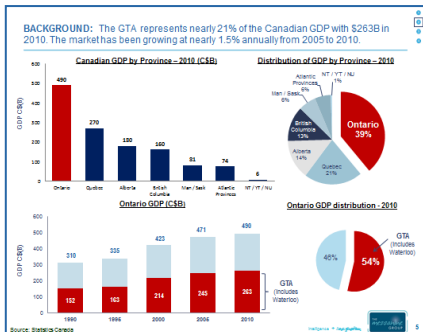


# Mezzanine helped a database services company to better understand the GTA market and developed a go to market approach to help them capitalize on opportunities.

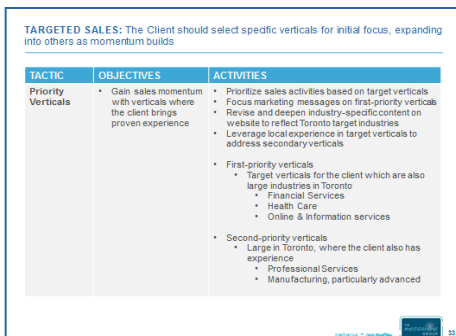
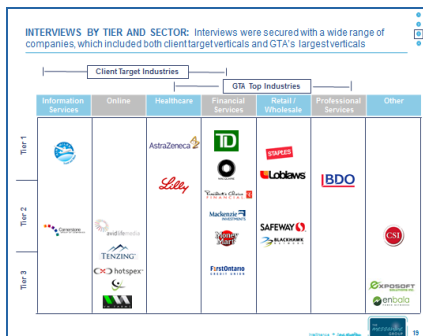
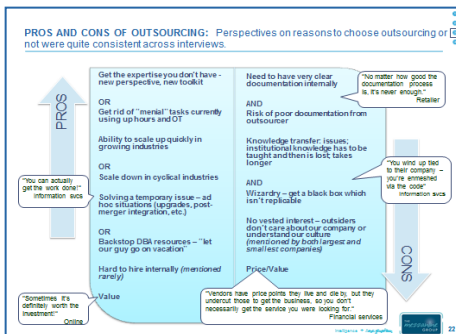


## Challenge

- The client was interested in moving into the GTA market, and wanted to size the opportunity as well as understand what marketing activities would speed up their penetration and improve the effectiveness of their sales team.

## Solution

- Mezzanine conducted interviews with prospective customers and influencers to understand the consideration and buying process for outsourced database administration services, and identify how our client can increase awareness and consideration.
- Mezzanine conducted extensive secondary research using various sources in order to better segment the market and understand the volume and characteristics of potential customers.
- Using these sources of insight, Mezzanine developed an in-depth marketing strategy and tactical plan



## Result

- Mezzanine established that the GTA was indeed a positive opportunity for our client.
- Mezzanine provided the client with specific recommendations for targeting the right clients and decision makers with tactics designed to optimize their return on marketing investment.