Customer Quotes

"Executive board, I had a great lunch meeting today with two executive directors at **TOP 5 BANK**.

These are two independent leads that Ira discovered via their Linkedin campaign, and it turned out that they worked in the same group where ▮▮▮▮▮▮▮ is ▮▮▮▮▮▮▮'s boss.

Key Takeaways: Ira's Linkedin strategy works. They were attracted by their postings, and we cultivated the relationship after the cold reach-out, before this 1st f2f meeting happened.

They were impressed by the depth of the conversation with us over Linkedin. We are going to double down on this Linkedin approach, create good content, discover contacts, and grow relationships over Linkedin, and try to replicate this success."

"I've been loving reading your data posts on Linkedin. It's really helpful to gauge how we're doing against peers in the market. The topics are relevant and the data is unique (not really accessible anywhere else). It's also creating leads. A friend of mine at ▮▮▮▮▮▮▮ saw an exchange we had and asked about the product. I sent them to ▮▮▮▮▮▮▮"

"We just signed and are excited for the partnership and growing with ▮▮▮▮▮▮▮. It's been helpful following your LI posts around ▮▮▮▮▮▮▮ and current trends. You're asking great questions and sparking some interesting conversations. ▮▮▮▮▮▮▮ have been fantastic to work with; you should be very proud to have them on the team"

From ▮▮▮▮▮▮▮. 5000 employees. Huge H2 deal. Not bad.

"Hi ▮▮▮▮▮▮▮, hope you're well. As you know, we are in active conversations with ▮▮▮▮▮▮▮ to potentially implement your system. One of the key reasons for me has been your insights into market trends. I would be grateful if you can share the latest deck on ▮▮▮▮▮▮▮ that you mentioned. My email is ▮▮▮▮▮▮▮."

From Zapier.

"Hope you are well! I've been sharing your LinkedIn posts with our team these past few weeks. Truly insightful content."

From internal sales team Slack:

"Hey ▮▮▮▮▮▮▮! Those LinkedIn posts are working, check out the executive general manager of ▮▮▮▮▮▮▮ talking about how much she loves the content. I know it's hard to track, but I think it's having a huge impact on market sentiment and our credibility."

"Yes, having a huge impact! I hear it on so many calls now. Customers/prospects are LOVING your posts. Keep em coming"

Public visibility from leaders at Slack, Wells Fargo and other enterprise logos.

7 reposts

Kurtis Kemple · 3rd+   ✓ Following   ...
Leading Developer
Relations @ Slack
6h · 🌐

DevRel and DevXP need to be measured!

If you want to play in the big leagues, you have to have trusted metrics in place that roll up into a developer funnel. Aligning to metrics like MQLs, MAU, and ACV/TCV help other teams understand your business impact because you're speaking their language.

Qualitative data only gets you so far.

Sagar Batchu (He/Him) · 1st
Co-Founder and CEO @ Speakeasy | Building API Developer Experience
2d · 🌐

Harsh reality: executives don't care about DevEx.

                                              ...see more

David Lee · 1st   3w ···
Executive Director, Technology Director at Wells Fargo

Exactly all the reasons why companies use **run.ai**. Running a multi-arch platform allows us to swap components in and out. Rather than running a fully integrated stack provided by one provider. Especially with how fast the market is changing, creating an architecture that allows you to quickly add new capabilities is more important than scaling into a use-case that may/will change after experimentation. For now, **run.ai** fits the bill. There really isn't anything better out on the market. So use of best of breeds wherever you can, but with an architecture that doesn't make it painful to pivot if you have to. Same thing with accelerators, hardware, and k8s, etc.

Insightful · 😊👍🤝 10 | **Reply** · 1 Reply

4 reposts   ✕

Rob Allen · 3rd+   **+ Follow**   ···
Engineering leader. API consultant, developer and architect
21h · Edited · 🌐

I completely agree with Sagar's thoughts here. They match my experience for pretty much all aspects of technical architecture and development choices.

Something is only worth doing if there's a business case for doing so. If you're talking to the people that make business decisions, then this is the language you talk. Not only do you need to understand the business motivations for whatever you want the exec to sign off, you also need to frame it in a way that makes it clear why it's beneficial to the business.

Sagar Batchu (He/Him) · 1st
Co-Founder and CEO @ Speakeasy | Building API Developer Experience
1d · 🌐

Harsh reality: executives don't care about DevEx.

You can't sell developer experience to executives, because ...more

Jing Xie (He/Him) · 1st   4h ···
Memory Checkpointing | EC2 Spot Surfer

Spray and pray outbound is lazy, largely ineffective, and customers are tired of it. Customers really like sales leaders who have done the research and who understand the pain points. I got compliments last week from an executor director at top tier bank. MemVerge has several technologies and solutions that are of interest to his team his only regret was that we were not connected sooner.

Support · 🌍 1 | **Reply**

Case Studies

- **Jing Xie (VP of GTM, MemVerge)**
  - Original head of sales left. Contract SDR was expensive (paid on mtgs booked) and brought in leads that were not qualified / didn't close.
  - VP of Marketing sent recurring Salesforce Pardot sequences but never closed any revenue.
  - In 12 weeks, grew qualified pipeline (meetings with enterprise customers with interest in buying) by over half million.
  - Added 51 enterprise logos (6 fig ARR to be qualified) and 10 meetings from 600 net new ICPs.
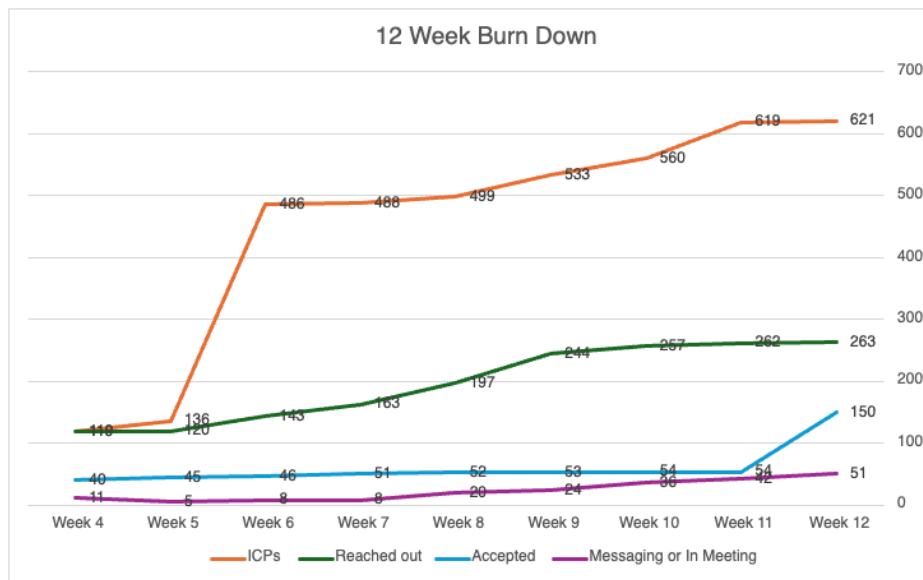
- **Matt Schulman (CEO, Pave)**
  - Struggled with customer acquisition in the mid-market. VP of Marketing had just left.
  - After 2 months of working together, added 35 logos. Closed two big deals and many qualitative signals (WhatsApp messages from the board, iMessage from customers, emails from prospects)
  - Using vertical video, immediately topped best post, 400K impressions
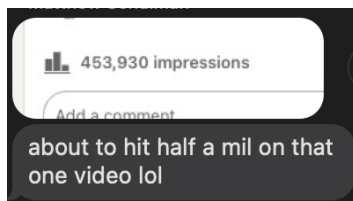
- **Sagar Batchu (CEO, Speakeasy)**
  - Struggled to drive any leads or revenue via LinkedIn. VP of Marketing had just left
  - Hired an "expensive" social media marketing agency that just reposted blog posts
  - Didn't have a "voice" or perspective. Cofounders felt uncomfortable sharing his thoughts publicly
  - LinkedIn is tied amongst their top 3 acquisitions channel now and is frequently mentioned in sales calls.

    ```
    I see Sager, like, posting on LinkedIn,
    like, and I'm actually reading all of it
    because it's so useful and it's so
    inspiring and it's so insightful. It's so
    insightful. It gives me such a different
    lens then. Yeah. And, yeah. Like, it's so
    cool that speakeasy. Anyway, what else?
    ```

- **Sagar Batchu (CEO, Speakeasy)**
  - Struggled to drive any leads or revenue via LinkedIn. VP of Marketing had just left