

Case Study: Market Entry & Launch

Dataminr is a key player within the real-time alerting space, providing tailor made alerts to leading corporates globally. Having focused on its tech platform and product functionality first, Dataminr only introduced its commercial model 4 years ago. The last fundraising in 2018 was a big milestone providing the resources to systematically capture EMEA markets.



Challenge

With strong accounts across Europe already won, Dataminr's geographic footprint is still narrow in EMEA. To build presence, the focus is on key markets (like DACH) to:

1. Have the right conversations with the right target clients
2. Refine Dataminr's value proposition for its EMEA target group
3. Address and drive a mindset change for Dataminr's target clients (old vs new world)



Methods

Phase 1: Market research (Setting the foundation) | Provide a high-level competitive landscape and focus on identifying key high growth industry/verticals within DACH as well as Identify companies with long-term client potential.

Phase 1: DACH-Specific Positioning & Use Cases | Define use cases for each industry recognized and create preliminary value positioning for industries in DACH region as well as Pressure test use cases for target industries and verticals

Phase 1: Marketing & Sales Approach, Roadmap | Provide a high-level competitive landscape and focus on identifying key high growth industry/verticals within DACH as well as Identify companies with long-term client potential as "early adopters"



Results

- Identified potential product penetration through corporate risk approach and created relevant detailed use cases for industries and verticals relevant to Dataminr
- Enabled operational kick off in Germany by providing interim management support

