Social Disruption:
The Vertical Network Has Arrived

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**Vertical**

*Vur • ti • kuhl*

A market in which vendors offer goods and services specific to an industry.

**Network**

*Net • wurk*

A group or system of interconnected people or things.
Millions of IT Pros

Thousands of Tech Brands

$3.8 trillion
50% of all US doctors

25 million doctor-to-doctor connections

$3 trillion
What Do Vertical Networks Do For You?

1-stop-shop for marketers

Place to Build Relationships

Platform for Research
Why Are Vertical Networks A Better Platform For Research?

Rich Profiles
- Apps used
- Products managed
- Upcoming projects

Behavioral Insights
- Conversations
- Research patterns
- Preferences

Purchase Data
- Purchase history
- Path to purchase
- Budget data
The Vertical Network Advantage

Data Quality

Big Data
“Hey Spiceworks! I’ve got a bunch of customers and prospects who have gone dark on me, which means I no longer have CRM data to help me figure out how to attract and retain them. Can you tell me where they went?”
MISSION

Help our client profile and understand inactive customers who are purchasing from other providers to inform a targeted re-activation and win-back strategy.

METHODOLOGY

Behavior
CLIENT CRM DATA

Emotional
IT PRO SURVEY FEEDBACK

Social
SPICEWORKS SOCIAL DATA

Transactions
SPICEWORKS NETWORK DATA
What We Found Was Very... Human

“You broke my heart”

Negative posts about client
Started looking around...
Switched to a competitor
Posted negative review about client
Survey says... ouch!

This is just one IT pro in this segment... there were hundreds like him with similar stories.
What Are They Doing Now?

5 tailored win-back campaigns

Predicting active customers at risk

Adjusting customer experience on the fly
Any Questions?

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