



CUSTOMER SUCCESS STORIES

**PROS amplifies its thought
leaders and product-related
content via the Thinkers360
analyst & influencer community**





CUSTOMER:
PROS

Tom Augenthaler

Influencer Marketing Specialist
551 Media LLC for PROS

CHALLENGE:

Raising brand awareness & amplifying thought leaders & product-related content along the ecommerce community as well as prominent B2B analysts and influencers.

THINKERS360 SOLUTIONS:

Thought Leadership Marketing, Social Media Marketing, Thought Leader Interviews, Press Release Service.

RESULTS:

PROS gained over 1,000 profile views and over 2,000 press release views by premier B2B analysts and influencers. Top 25 in the Thinkers360 CRM leaderboard.

OVERVIEW

Seeking to raise its brand awareness, PROS needed a capable vendor that could amplify its thought leaders & product-related content to the ecommerce community as well as prominent B2B analysts and influencers



PROS mission is to help people and companies outperform by enabling smarter selling in the digital economy. We've developed our predictive and prescriptive guidance over decades of testing in complex, real-world business cases, and our team of experts represent the industry's best.



Tom Augenthaler

Influencer Marketing, **PlexiC**

"To elevate brand visibility, PROS strategically amplified the voices of its thought leaders and product insights within the B2B community, gaining the attention of key analysts and influencers. Thinkers360 played a pivotal role in driving this success, connecting PROS with the right audiences and enhancing their industry impact."

I CHALLENGE

Seeking to raise its brand awareness, PROS wanted to amplify its thought leaders & product-related content along the ecommerce community as well as prominent B2B analysts and influencers.

I THINKERS360 SOLUTIONS

PROS choose Thinkers360 for its ability to reach its target audience as well as leading B2B analysts and influencers. Thinkers360 provided Thought Leadership Marketing, Product Marketing, Social Media Marketing, Thought Leader Interviews, and its Press Release Service.

This helped PROS “influence the influencers” among Thinkers360’s opt-in B2B analyst & influencer community with over 100M followers on social media combined. Thinkers360 curated & amplified profiles & portfolios for the PROS Vice President, Commerce Strategy, & their Senior Analyst Relations Manager as well as providing custom thought leader interviews.

I RESULTS

Thinkers360’s efforts resulted over 1,000 profile views and over 2,000 press release views by premier B2B analysts and influencers. In addition, PROS were able to place among the Top 25 Thought Leaders & Influencers on CRM in the world-renowned Thinkers360 leaderboards.



★★★★★ THINKERS360 RATING

RATINGS

5.0 ★★★★★

Quality 5.0
SERVICE & DELIVERABLES

Schedule 5.0
ON TIME / DEADLINES

Cost 5.0
VALUE / WITHIN ESTIMATES

Willing to Refer 5.0
NPS



Connecting global brands and audiences with the world's premier B2B thought leaders, analysts & influencers for game-changing results.

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