How ClickUp Launched Competitive Enablement in 1/3 of the Time

Customer Story 2022
Salesforce 10x Bulk

Why Competitive Enablement?
ClickUp is in the fast growing Productivity category—almost every one of their deals was highly competitive with no major new players jumping into the space.

Reps needed more and more insights on a growing list of competitors, so Mike Berger, VP of Product Marketing, decided to create a more structured Competitive Enablement program to support the need and focus on insights that mattered. Mike wanted to create more innovation in three spaces: focusing on differentiation and helping his teams scale into new markets.

Results
• 3X increase in tier 1 Competitive coverage
• Competitive program, originally planned for 90 days, launched in just 3 weeks,
• With the help of Klue Services, ClickUp's Competitive Enablement program is under control.

Why Klue
It's simple, affordable, and scalable to support their program.

Klue Services Value
• A tagging system that makes content discovery easy.
• Klue's nested cards and multiple presentation options could improve adoption.
• Deeper integration options - Salesforce, Slack and more
• Alerts Triage mode so Andy could quickly act on intel
• More innovation in three spaces: focusing on differentiation and helping his teams scale into new markets.

Customer Overview
ClickUp is a one app to replace them all: the future of work. More than just task management - ClickUp offers docs, calendars, goals, reminders, integrations, and even an inbox.

Link to the rest of the Klue website. Book a demo. Check us out on LinkedIn.

Klue is my go-to resource for getting up to speed on competitors. It’s super easy for my team to apply the insights gathered to our deals in real time. And it’s available everywhere we go — Salesforce, Slack, and a variety of reporting and measurement presentation templates.

Klue is an extension of the way we work, and is helping us innovate against competitors and discoverability easier. It helps our team stay on top of the competition.

Klue has been an awesome partner. They understand our needs and they’re always willing to share feedback with us. Klue’s innovation is a go-to resource for getting up to speed on competitors. It’s helping us in deal settings. And it’s super easy for my team to apply the insights gathered to our deals in real time. And it’s available everywhere we go.