

Greenhouse Software Increases Deals Won by \$85M Using Klue for Competitive Enablement

Greenhouse Software had the strategy and vision to launch Competitive Enablement across their entire org.

They chose Klue based on ease of use, reporting, closed loop feedback options and integration.

Their Compete program supports many functions - the entire Revenue team, Marketing, Product and Revenue Enablement, with high success. Seller confidence has increased significantly, rep ramp time has been reduced, deal volume has gone up 2X, and active Klue users brought in \$85M more than users who didn't use Klue!

What was the problem?

Greenhouse Software was in a similar situation as many others without a Competitive Enablement program - they had good intel on most competitors, but **what they had was scattered across multiple apps and files, and was relatively dated. Because the company grew so quickly, particularly with Sales, the problem became worse as many new reps were learning the space.**

The team needed a single source of truth for all insights, so reps could easily find up-to-date insights across key and emerging competitors. Product Marketing secured executive buy-in to invest in Competitive Intelligence, and the search began for the right platform.

Why did they choose Klue?

After a careful evaluation of Klue and Crayon, their head of CI, Lindsay Gaal, chose Klue for:

- Excellence in **dynamic battlecards**
- **Superior integration options**, specifically with Salesforce and Slack — a huge value for driving Sales adoption
- Native **mobile app**
- Universal search and other easy ways for the **field to share and contribute CI**
- **Reporting and impact analysis.** Klue made it easy to see usage and content metrics, all within the platform. Klue's impact analysis was valuable to determine program ROI and impact to revenue metrics.

The results are in!

Just 10 months into their Competitive program, the team is seeing great results:

- Reps who use Klue won **\$85M more in revenue** than non-active users
- Reps who use Klue won **2X more deals and 3.4X more dollars** than non-active users
- **Over 70% of reps** use Klue at least once/week *
- Klue helped raise **Seller confidence against top tier competitors to 90%***
- **Faster ramp** for new reps

*2022 CI survey to Sales

How Klue Helped the Entire Org

The entire Revenue team — from Account Execs, Account Managers, SDR's to Sales Engineers — use Klue to keep up to date on the latest competitive and market movements and win against their top tier competitors.

- **One-stop shop for everything CI:** Reps no longer waste time searching various places to find answers. Klue provides everything in one place with a great universal search & comparison feature.
- **Tactical battlecards:** Provide a centralized resource for what's most relevant for reps on calls or when prepping for highly competitive deals. Battlecards are easy to find and clearly define differentiation, stolen logos, and top competitor pain points backed by CRM data.
- **Up to date info:** Between the Alerts feed and Weekly Intel Digest, Klue users are more informed of competitor movements, sales and pricing tactics, and new offerings. Users also find it very easy to share fresh intel back to the CI team.
- **Supporting Product teams:** PMM's check Klue to support messaging for new product and feature launches; PM's use Klue's dedicated boards related to competitor product information, screenshots, demos, pricing, and more.
- **Supporting Marketing and Partnership teams:** These teams get valuable insights for Competitor campaigns and landing pages, competitors' newest partnerships.
- **Revenue Enablement:** Klue content is used for new hire competitive onboarding, pre-launch enablement, training sessions & more.

Company Overview

Greenhouse is the hiring operating system for people-first companies.

Our industry-leading software brings a structured hiring approach to any company's process, helping to promote more fair and equitable hiring practices and more data-driven decisions so companies can continuously get better at hiring.

We've helped over 7,500 companies turn talent into their competitive advantage, so they can hire for what's next. Some of the smartest and most successful companies like HubSpot, BuzzFeed, J.D. Power, Booking.com, Scout24 and The Knot Worldwide use Greenhouse for data and guidance on the behaviors and capabilities they need to improve their overall hiring performance as they move up the Hiring MaturityTM curve.

Greenhouse has won numerous awards including Fortune Best Workplaces (2019–2022), Inc. Magazine Best Workplace (2018–2022), Glassdoor #1 Best Place to Work, Forbes Cloud 100, Deloitte Technology Fast 500, Inc. 5000, Crain's Best Places to Work NYC and Mogul's Top 100 Workplaces for Diverse Representation (2022).

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We saw Klue as the clear leader in Competitive thought leadership, and were really impressed by feature enhancements on the roadmap. This sealed our decision to go with Klue over Crayon.

Lindsay Gaal
Senior Manager,
Competitive Intelligence



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Klue has been invaluable when competing to win deals. By offering easy access to the most up to date insights and battlecards, I'm able to prepare myself and serve as an expert on our competitors which helps educate customers to make the best decisions. Klue absolutely helped me enhance my process and end the year as a top performer.

Peter Briggs
SMB Senior Account Executive



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Klue is an invaluable resource that I don't want to do my job without. Whether it's release notes, merger announcements, product launches, or pretty much anything else I might want to know about what our competitors are doing, I love knowing that I can look to Klue for what I need.

Robby Perdue
Group Product Manager



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Before it was difficult to quickly find competitive intel when I came across an unfamiliar name in my customer conversations. With Klue, I can easily find competitors by their battlecard, and can even do a general search by topic, feature, keyword, anything! I love how it's really easy to send intel in any format (call snippets, emails, screenshots, etc.) so our whole team can continue building our collective knowledge in Klue.

Cynthia Chen
Mid-Market Account Manager



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Klue is my go-to when I need to learn about competitor features, differentiators, or share stats with prospects. The UI is extremely straightforward and user friendly. The battlecards make it simple to switch to and from different competitors and having the stacker layout is a brilliant way to target specific information. Because of Klue, I feel more confident and comfortable in my sales role. Our customers see this and trust us!

Amanda Cammisio
Mid-Market Account Executive



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Klue's battlecards are life saving! I feel prepared going into calls where I know competition is close with the most up to date specifics on how we differentiate against our top competitors. Klue is also great for information sharing across our organization. I recently used a competitor case study that was shared in our recent Klue Intel Digests to help me win a deal!

Kaylee Chappelow
Mid-Market Account Executive

