



Customer Personas

Rev. July 2020





#EmailGeek Emily

Email Marketing Manager
Digital Marketing Manager
Growth Manager

Female (60/40)
Age 25-35

“I’m overwhelmed by the amount of work my team has. People don’t understand how hard it is to get campaigns out the door. We have steep revenue goals, so we continue to blast out campaigns instead of focusing on our longer term, strategic projects that are better for our customers. I report to CMO Cindy”

CHALLENGES

- Deliverability is a Pandora’s Box that often leads to having to explain things she doesn’t fully understand to senior leadership
- Lack of insight across channels/platforms; need to keep up expertise in a number of different technologies
- Limited resources and the need to find efficiencies
- Has to aggressively pivot when revenue goals are missed
- Hates tools with bad UX that make her job harder.

KEY VALUE PROPOSITION

- Track and monitor KPIs that mean the most to your business. Gain valuable insights around subscriber behavior to optimize your emails. Segment lists for engaged subscribers, improve design and subject lines and so much more.
- We offer hands-on support and training so all members of your team can use the platform for their needs.

Influencers

Val Giesler
Kristin Bond
Jen Capstraw
Kait Creamer
Ann Handley

Communities

Email Geeks
Women of Email
Really Good Emails
EEC

Media

MediaPost
Martech Today
Marketing Land



CMO Cindy

Marketing Director
VP of Marketing/CMO

Female (60/40)
Age 35-55

“I need to drive revenue and retention, while also keeping in mind that there’s only so much we can do with the resources we have. As a leader of revenue generation, I need to show value from my strategy very quickly in terms of ROI.”

CHALLENGES

- Prove the value of what Marketing does.
- Leading the transformation that's happening right now toward all things digital and not necessarily having the means or talent needed to deal with it.
- Multiple platforms to keep up with the modern days of customer engagement, leading to added resource, operational and product costs.
- How do we stay top of mind, relevant, appealing and trustworthy with a growing and busy landscape?

KEY VALUE PROPOSITION

- An open and flexible platform that fits seamlessly into your existing tech ecosys; cloud, on-prem and hybrid solutions.
- Track and monitor KPIs that mean the most to your business. Gain valuable insights around subscriber behavior to optimize your emails. Segment lists for engaged subscribers, improve design and subject lines and so much more.
- With better analytics, delivery, and inbox placement, brands can realize **SPARK** without a lot of additional resources to manage it.

Influencers

Scott Brinker
Seth Godin
Brian Solis
Dave Gerhardt
Shar VanBoskirk

Communities

The CMO Club
Women of Email
Forbes Forums

Media

MediaPost
Martech Today
Marketing Land
Chief Martech
Forbes



Martech Mario

Marketing Technologist
Technology Operations
Product Manager

Male (60/40)

Age 25-55

"I work to ensure that the marketing tech stack and the products I own are driving value for my organization. I'm technically savvy, but I also know our customers. I work closely with #EmailGeek Emily on what she needs from a technology standpoint"

CHALLENGES

- Identifying, investing in and integrating the right martech to further eliminate the time teams spend on manual, mundane tasks, giving them more bandwidth to create value through more important priorities.
- Organizing IT operations, designing policies and procedures – while also considering the company's business objectives and customer needs at the same time.
- Finding solutions that fit into current design and infrastructure, capable of easy integration with limited down-time and no need for extra resources.

KEY VALUE PROPOSITION

- An open and flexible set of tools that fits seamlessly into your existing tech ecosys; cloud, on-prem and hybrid solutions. SaaS for analytics.
- SparkPost offers an intelligent, reliable and consistent platform offering 15+ years industry expertise to all customers with service options to add-on a dedicated CSM or TAM for further support.

Influencers

Vala Afashar
Scott Brinker
Nigel Fenwick
Chester Bullock
Alex Williams

Communities

Email Geeks
Really Good Emails
Women of Email
HowToSFMC
Only Influencers

Media

MediaPost
Martech Today
Marketing Land
Chief Martech

CSM or TAM for
SPARKPOST



Deliverability Dave

*Deliverability/Compliance
Agency, ESP and Direct*

Male (60/40)

Age 30-55

“I am always busy troubleshooting issues for my clients on why their emails aren’t making it to the inbox. It’s a never ending reactive cycle of giving advice and my clients not always taking it. #EmailGeek Emily and Martech Mario are my clients. Sometimes I work with CSM Chloe too.”

Influencers

Laura Atkins
Kiersti Esparza
Alyssa Nahatis
Al Iverson
Matt Vernhout
Skyler Holobach

Communities

Email Geeks
Women of Email
M3AAWG
Only Influencers
EEC

Media

Word to the Wise Blog
Martech Today
Marketing Land

CHALLENGES

- Deliverability is always evolving at the mailbox providers
- Needs granular data to analyze and troubleshoot issues
- Needs a robust data set that can be trusted in order to give good advice to clients and keep their credibility
- Fears tech companies stealing their clients
- Thinks the tools in deliverability are antiquated for the modern era

KEY VALUE PROPOSITION

- We have the largest and most robust data sources to support our analytics products and they’re trained on algorithms to predict issues before they happen
- We deliver mail for some of the largest senders in the world. thus, are trusted to get deliverability right



IT Michael

Technology Leader
Director/VP
Engineering/Dev

Male (60/40)
Age 35-55

“I work to ensure that the products we build are scalable, maintainable and meet the needs of the organization. I also want to ensure that we’re making solid long term technical and economic choices. I’m technical, but I also know our business. Security Sam works for me. Email is just a small portion of what I do.”

Influencers

Dharmesh Shah
Katy Sherman
Will Larson
Martin Fowler
Jeff Weiner

Communities

AWS ReInvent
NANOG
QCon
Google Cloud Next
Scale18x
CTO Connection

Media

Crunchbase News
Masters of Scale
HBR

CHALLENGES

- Wants a solution that’s easy to integrate that my team can get behind.
- Wants things to ‘just work’ and not require significant ongoing maintenance.
- Wants vendors to be transparent, accountable and not make his org look bad.
- Wants to have an efficient budget.
- Wants to use forward looking technologies that have a strong roadmap and vision

KEY VALUE PROPOSITION

- We are a proven, scalable, SLA’d technology platform that won’t fail him
- We have a strong technical roadmap, and products that telegraph good design.
- We will partner collaboratively with his team to find solutions.



Security Sam

Network/IT Security

CISO

Data/Privacy Compliance

Male (60/40)

Age 30-55

“I’m a no-bullshit guy whose job it is to protect my organization from risk.. When talking to prospective vendors, I’m looking for very specific things and want you to show me not tell me. I’m a gatekeeper on any outside vendor we bring into the fold. I report to IT Michael”

Influencers

Brian Krebs
George Kurtz
Dennis Dayman
DLA Piper
Big 4 Accounting

Communities Orgs

ISACA
IIA
ISO

Media

Krebs on Security
Dark Reading
CISO.org
CIO

CHALLENGES

- Needs to manage risk for the organization.
- Concerned about resiliency
- Needs vendors to be consistent and reliable.
- Concerned about data privacy, both from a regulatory and organizational risk basis.
- Needs to believe in the quality of their counterparts at vendors.

KEY VALUE PROPOSITION

- World class security team
- World class sub-vendors (like AWS) that
- SOC2 certified. Comprehensive GDPR strategy.



Partner Penny

ESP or Agency

Partner Manager/Director

Female (60/40)

Age 35-55

“I need to keep my relationships with other tech companies strong in order to drive revenue and a combined value proposition to make up for capabilities my employer (tech company or agency) doesn’t have. #EmailGeek Emily and CMO Cindy are my company’s clients. CSM Chloe owns the relationship with them”

CHALLENGES

- Channel needs sometimes compete with direct sales
- Needs enablement materials to ensure she is selling a partner’s solution properly
- Is often under supported from a marketing standpoint
- Has steep revenue goals through channel
- Is sometimes lacking basic information on email or campaign delivery or deliverability status

KEY VALUE PROPOSITION

- Our products support significant high margin service and product revenues
- We are a trusted partner that can be relied upon
- We arm our partners with relevant data and insight



Influencers

Val Giesler
Kristin Bond
Jen Capstraw
Kait Creamer
Shar VanBoskirk

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MediaPost
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Marketing Land



CSM Chloe

ESP or Agency
Client Success Manager

Female (60/40)
Age 30-45

“I need to ensure my clients are getting value out of our solution and through solutions we resell or whitelabel from our technical partnerships. I am responsible for driving client satisfaction, renewals and helping my clients with strategy. #EmailGeek Emily is my client.”

Influencers

Val Giesler
Kristin Bond
Jen Capstraw
Kait Creamer
Shar VanBoskirk

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CHALLENGES

- Manages a large book of clients and is constantly prioritizing work based on client needs in any given day
- Needs enablement and training materials to use all of her client's solutions properly
- Her success is driven from client satisfaction and renewals, so she has to always look for ways to drive value and be a trusted advisor to her clients
- Needs analytics to show client performance and client competitive intelligence at QBRs and this needs to be easy

KEY VALUE PROPOSITION

- We arm CS with information to help them be responsive and proactive with customer issues
- We give CS Managers wasted time looking for data on email status





Campaign Services Cassie

*Email Dev/Campaign Services
Agency or ESP*

Female (60/40)

Age 22-30

“I’m thought of as a button pusher. I have way too many projects to launch in a given day. I’m constantly overwhelmed by how I am going to get the work done for my clients. I lean on our turn around time SLAs regularly. #EmailGeek Emily is my client.”

CHALLENGES

- Feels pressured by her workload and constant deadlines that are hitting.
- Has to explain why emails aren’t rendering or email deliverability issues to clients regularly.
- Doesn’t always get assets in time to hit deadlines, yet is expected to still hit the deadline.
- Lack of standardization in email coding and deliverability rules makes it hard to manage the success of campaigns.

KEY VALUE PROPOSITION

- Track and monitor KPIs that mean the most to her clients
- We offer hands-on support and training so she can learn how to diagnose issues in her own very quickly for clients

Influencers

Elliott Ross
Anne Tomlin
Jason Rodriguez
Annett Forcier

Communities

Email Geeks
Women of Email
Really Good Emails

Media

MediaPost
Martech Today
Marketing Land



Sales Leader Steve

Martech/ESP/Agency Only

Head of Sales

Head of Business Development

Male (60/40)

Age 40-55

“I’m under a lot of stress for my team to hit their sales quotas each quarter. My team needs to be able to move quickly, especially during the discovery process, to speed up deal velocity. I’m looking for intelligence to sell my company’s products and services to CMO Cindy, Martech Mario, IT Michael and #EmailGeek Emily”

CHALLENGES

- Can’t always get information out of prospects or early stage deals, so the team has to do their own intelligence gathering to put together a picture of what the opportunity is.
- Needs his team to be able to leverage tools and access information on their own.
- Needs his team to show value and differentiators during initial engagement with prospects.
- Reps must exude knowledge and fluency as to what keeps him up at night - he wants to make it easier to win!

KEY VALUE PROPOSITION

- By using Competitive Tracker, his teams can quickly gain intelligence on prospects to be able to put together a value proposition for a prospect to move a deal forward.

Influencers

Val Giesler
Kristin Bond
Jen Capstraw
Kait Creamer
Shar VanBoskirk

Communities

Email Geeks
Women of Email
Really Good Emails
EEC

Media

MediaPost
Martech Today
Marketing Land



CEO Chris

Mid-Market CEO/Founder

Male (60/40)

Age 30-55

"This business is my baby and I like to be involved in both any large purchase as well as evaluate any key vendor. I know my own business and market extremely well, and am very familiar with adjacent businesses. I often wear the hats of chief product officer and chief marketing officer. Sometime CTO too."

CHALLENGES

- Often operating the business on a budget and needs to balance all costs everywhere. Determined that marketing spend yields a quantifiable ROI. May need to seek BoD approval for particularly large purchases.
- Constantly evaluating whether or not a capability is something that they should build or buy.
- Needs sustainable advantages against competitors. Concerned about competitors using the same stack as they do.

KEY VALUE PROPOSITION

- We are a market leader, financially secure and have a strong culture of partnering with customers for mutual success.
- While we may not provide a competitive advantage against their competitors (especially in markets where we have high penetration), it can be a negative differentiator if they choose to roll their own. Companies he respects might be using us, so tout that.

Influencers

Ben Thompson
Matt Levine
Benedict Evans
Alex Danco

Communities

TechCrunch
Y Combinator
Techstars
Various VCs

Media

WSJ
The Economist
Inc
Newsletters from the



Simon

Developer
Engineer
Product Manager

Male (60/40)
Age 28-40

“I wear many hats and often have to work on projects on my own from strategy to execution. I need things to be well-documented, so I can roll up my sleeves and get the work done with minimal resources.”

Influencers

Dharmesh Shah
Katy Sherman
Will Larson
Martin Fowler
Jeff Weiner

Communities

AWS ReInvent
NANOG
QCon
Google Cloud Next
Scale18x
CTO Connection

Media

Crunchbase News
Masters of Scale
HBR
Software Lead Weekly
CIO Magazine
ProductHunt
Techcrunch

CHALLENGES

- Needs reliable sending with robust documentation so he can build integrations on his own
- Needs an easy way to verify if emails have been delivered and to validate success
- Works for small technology firm without a lot of support or resources. Wears many hats
- Doesn't trust vendors that don't come recommended from entrepreneurial/engineering friends he trusts

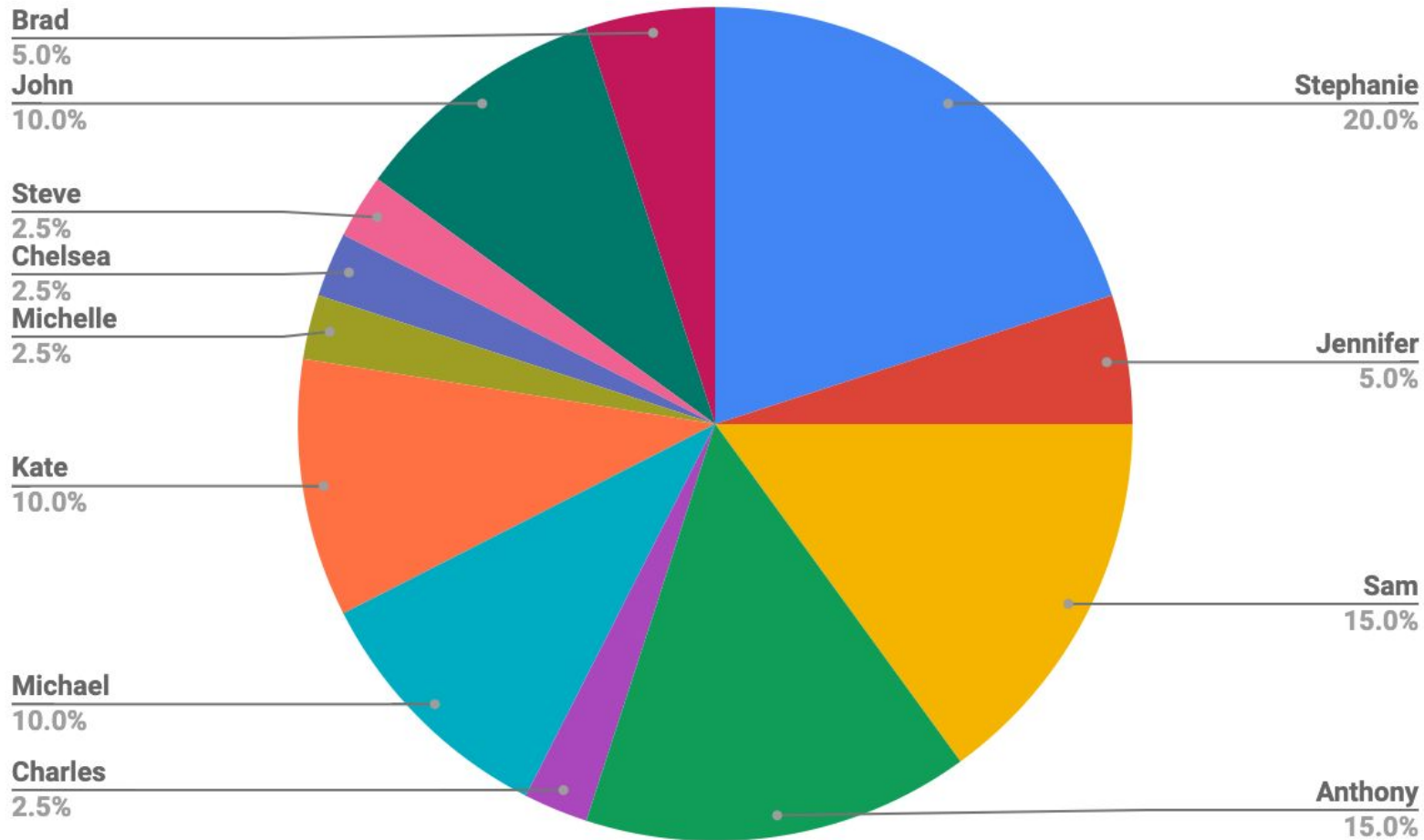
KEY VALUE PROPOSITION

- We're inexpensive, easy to implement for a technical guy like Brad and we have documentation to support him getting it done. We have good APIs and the performance he needs..

	Analytics	Self-Service Sending	Cloud Sending	On-Premise Sending
EmailGeek Emily <i>Email Marketing Manager Digital Marketing/Growth Manager</i>	Influencer User	Influencer User Buyer Signer	Influencer User	Influencer User
Jennifer <i>Marketing Director VP of Marketing / CMO</i>	Influencer Buyer Signer	N/A	Influencer Buyer Signer	Influencer Buyer Signer
Sam <i>Marketing Technologist Technology Operations</i>	Influencer User	Influencer User Buyer Signer	Influencer User	Influencer User
Anthony <i>Deliverability Expert Agency, ESP and Direct</i>	Influencer User	N/A	Influencer User	Influencer User
Charles <i>Network/IT Security</i>	Influencer	N/A	Influencer	Influencer
Michael <i>Technology Leader Director/VP/Engineering/Dev</i>	Buyer Signer	Influencer User Buyer Signer	Buyer Signer	Buyer Signer

	Analytics	Self-Service Sending	Cloud Sending	On-Premise Sending
Kate <i>ESP or Agency Partner Manager/Director</i>	Influencer	N/A	Influencer	Influencer
Michelle <i>ESP or Agency Client Success Manager</i>	Influencer User	N/A	Influencer User	Influencer User
Chelsea <i>Email Dev/Campaign Services Agency or ESP</i>	User	N/A	User	User
Steve <i>Head of Direct Sales Agency or ESP</i>	Influencer User Buyer	N/A	Influencer	Influencer
John <i>Mid-Market CEO/Founder</i>	Influencer Buyer Signer	Influencer User Buyer Signer	Influencer Buyer Signer	Influencer Buyer Signer
Brad <i>Self-Service</i>	Influencer User Buyer Signer	Influencer User Buyer Signer	N/A	N/A

Breakout By Importance to Top-Level Brand Messaging

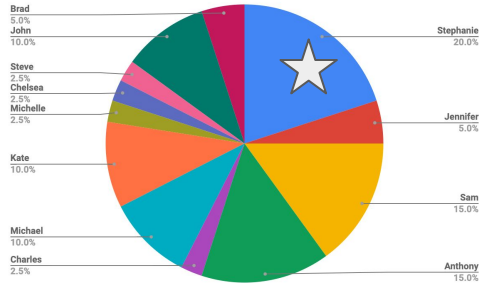




Stephanie

*Email Marketing Manager
Digital Marketing Manager
Growth Manager*

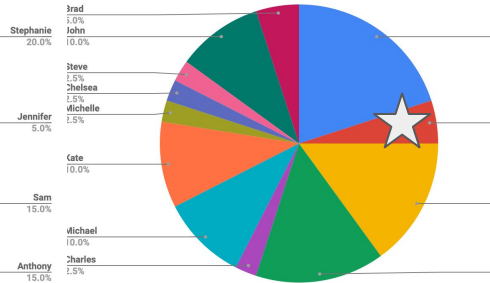
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Jennifer

*Marketing Director
VP of Marketing/CMO*

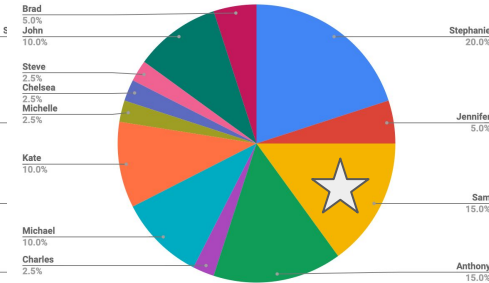
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Mario

*Marketing Technologist
Technology Operations
Product Manager*

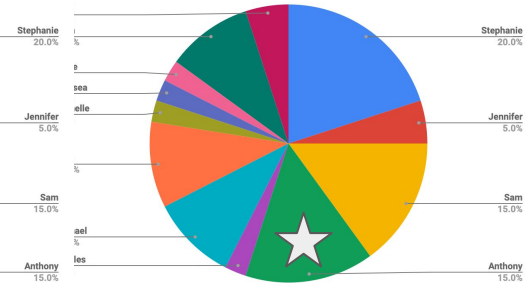
15%



Anthony

*Deliverability/Compliance
Agency, ESP and Direct*

15%





Charles

*Network/IT Security
CISO
Data/Privacy Compliance*



Michael

*Technology Leader
Director/VP
Engineering/Dev*



Kate

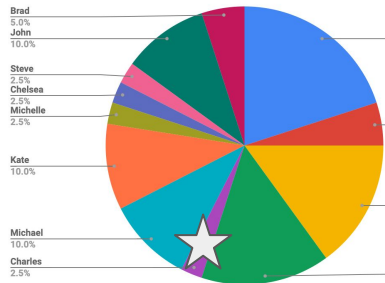
*ESP or Agency
Partner Manager/Director*



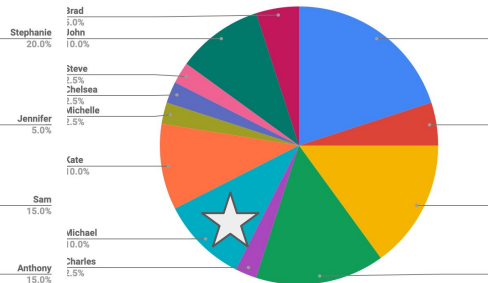
Michelle

*ESP or Agency
Client Success Manager*

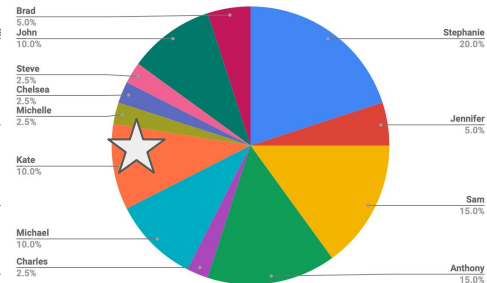
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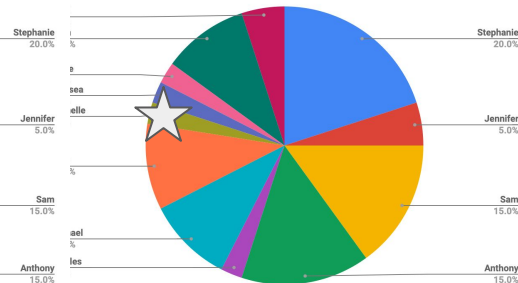
10%



5%



2.5%

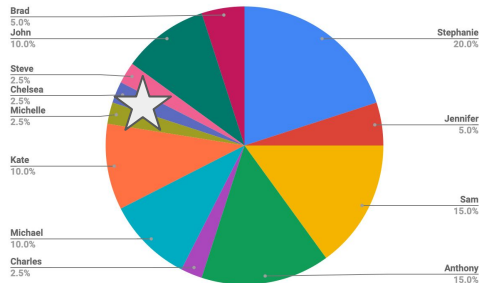




Chelsea

*Email Dev/Campaign Services
Agency or ESP*

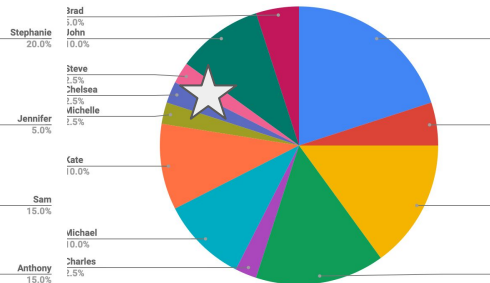
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Steve

*Martech/ESP/Agency Only
Head of Sales
Head of Business
Development*

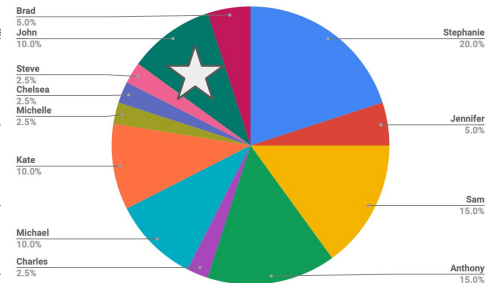
2.5%



John

Mid-Market CEO/Founder

10%



Brad (Self-Service)

*Developer
Engineer
Product Manager*

5%

