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Will Robins
Business Operations Lead, Gainsight

 **Challenge**

Imagine you’re a leading company in a category you helped build. It’s not a bad position to be in, but it comes with challenges. Consider the case of Gainsight, a pioneer in the customer success sector and innovator of a top-rated Customer Success Management platform.

Gainsight wanted to maintain and further its reputation as a market leader. But it still needed to **retain a laser focus on its business goals: driving customer success while engaging new prospects to increase product adoption.** The company faced the delicate challenge of creating content and marketing touchpoints that would not only empower its current customer base, but would also attract new potential customers.

Gainsight

Gainsight, the customer success company, helps businesses grow faster by reducing churn, increasing upsell and driving customer advocacy.
www.gainsight.com

 **Solution**

GoToWebinar made it all infinitely easier, according to Will Robins, Business Operations Lead at Gainsight. “We’re a company that’s building the customer success category, and part of that is through sharing information, educating on best practices and evangelizing the space,” said Robins. “Webinars are one of the key ways we’re doing that.”

Gainsight is a longtime GoToWebinar user, hosting a steady flow of webinars out of its customer success organization. **The company relies on GoToWebinar as a key means of disseminating original content – best practices, strategic insights, tactical to-dos, etc. – that aids its customers, bolsters brand loyalty and cements its position as a leader.**

Robins not only appreciates GoToWebinar’s reliability, he and his team get a ton of value from the engagement features and especially the recording option, which supports their lead generation efforts. “The recordings are a simple but also huge value-add,” he explained. “It has helped us build a robust webinar library, which we can share with customers or gate to use in a lead generation and marketing capacity.”

 **Result**



Greater marketing reach



Increased prospect engagement



Empowered customer base

Gainsight is using educational webinars as a way to empower its current customer base and solidify its reputation as a trusted leader in the customer success community. When it comes to lead generation, Gainsight has been able to expand its reach and drive new customers.

Ready to start growing your business with webinars? Visit gotowebinar.com for more information or **call us toll-free at 1 888 646 0014.**