



5 Product-Led Growth Benefits You Unlock with Revinova

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What is Product-Led Growth?

Product-Led Growth is a business strategy where the product itself drives customer acquisition, expansion, and retention. This contrasts Sales-Led Growth where the burden falls on reps to prospect, educate, sell, and retain.

In the B2B sector, the shift from traditional sales-led approaches to Product-Led Growth is becoming increasingly significant:

Brands that have adopted Product-Led Growth harness **60% higher** average revenue per user than non-Product-Led Growth brands.



53% of software acquired via free use or a user purchase led to enterprise-wide licenses.

Gartner

Over half of B2B SaaS buyers prefer a seller-free experience.

Forbes

Companies using the Product-Led Growth go-to-market model experience **faster revenue growth**, gain market share and are valued more highly.

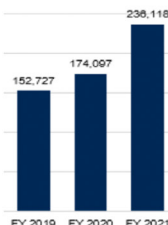
BAIN & COMPANY

The bottom line:
it's a better way to sell.

By utilizing Product-Led Growth strategies, several large SaaS organizations have boosted revenue while lowering overall costs:

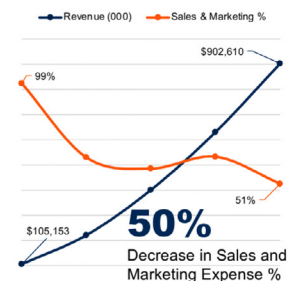
ATLASSIAN

98%
Increase in Paid Customer Count Over 3 Years



slack

9x Increase in Revenue Over Four Years



twilio

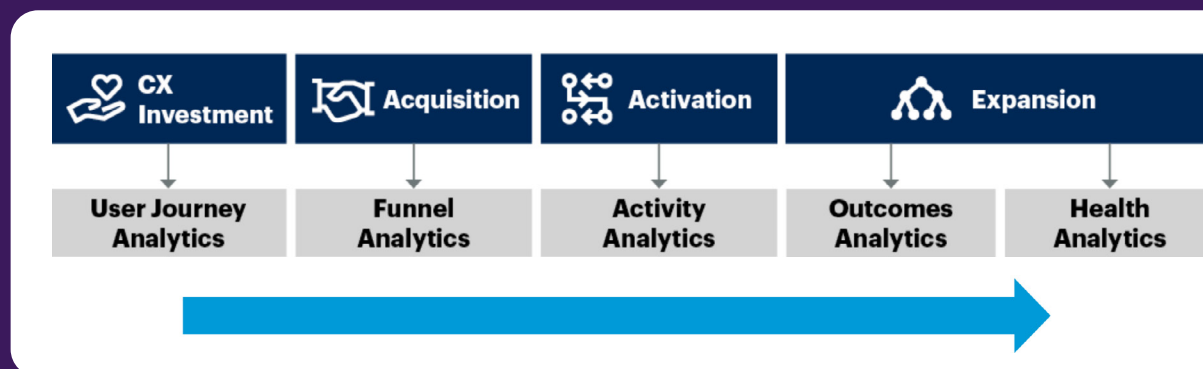
\$2.8B
Annual Revenue



Credit: Gartner

Key Components of Product-Led Growth

The investment in Product-Led Growth strategies involves several key components that help take prospects from interest to purchase to expansion.



Credit: Gartner

CX Investment: Self-service tools

- Free trials and freemium models enable users to experience the product's value before making a purchase decision.
- Product-Led Growth outperformers achieve significant time-to-value within the first 24 hours (Gartner)

Acquisition: In-product messaging and guidance

- Provide contextual help, tutorials, and nudges within the product to guide users towards key actions and features.

Activation: Usage-based metrics and analytics

- Utilize data analytics to track user behavior and engagement, helping to identify Product Qualified Leads (PQLs).

Expansion: Continuing customer education

- Monitor usage data for existing customers to expand product knowledge and determine ideal times for upselling and cross-selling.

Why Strive for Product-Led Growth?

Product-Led Growth is highly regarded for its ability to streamline and scale customer acquisition efficiently. By centering on the product as the primary growth driver, businesses not only enhance efficiency but unlock several key benefits to help them scale rapid growth:

- ✓ Frictionless/short sales cycles
- ✓ Low touch cycles
- ✓ Low CAC
- ✓ More organic leads
- ✓ On demand value

Navigating Product-Led Growth: Who thrives and who struggles?

Complex B2B products and services often find it challenging to implement a Product-Led Growth strategy due to their high average ticket, intricate nature and long onboarding processes. This complicates free trials or freemium offerings and necessitates extensive prospect education by sales teams.

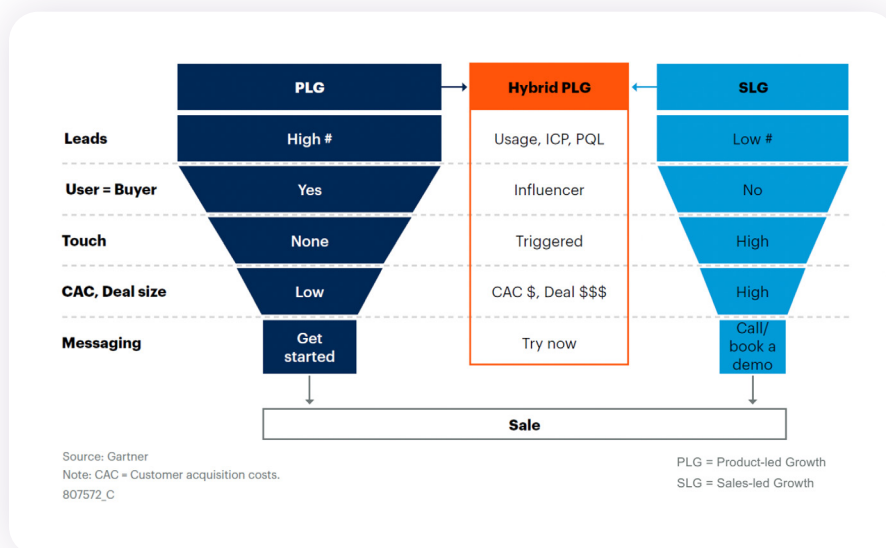
<u>Easy for:</u>	<u>Difficult for:</u>
Short sales cycles	Requires education before buying
Simple transactions	Complex products
B2C	B2B
Low average ticket	High average ticket

Does that mean you have to settle for high-friction, expensive, sales-led growth? Absolutely not. With Revinova's Knowledge-Led Growth™ model, you can unlock many benefits of Product-Led Growth without a freemium offering or free trial.



Knowledge-Led Growth™: The Gateway to Product-Led Growth Benefits

Gartner's research on Product-Led Growth reveals that it's not all or nothing. Sales-Led organizations that can't be fully Product-Led can take advantage of a hybrid model as long as they can offer a self-service CX.



Revinova's Knowledge-Led Growth™ framework revolutionizes the customer journey by replacing trials or freemiums with a dedicated buyer academy, educating and engaging prospects from initial interest through to purchase and renewal.

This model means that sales reps don't have to be navigate and educate buyers throughout every stage of sales cycle.

Why Academies Are So Effective

68% of buyers prefer to do individual research online rather than involving a sales rep

You might wonder, "Don't prospects want to speak with reps?" Research shows that's not the case for high-funnel buyers.

Knowledge-Led Growth™ taps into the modern buyer's preference for self-directed research over being sold to. Prospects turn to the internet with questions about their role, industry, or your product, and find solutions in your academy.

This ability to educate themselves unlocks 5 key benefits of Product-Led Growth.

- ✓ Benefit: Leads come to you
- ✓ Benefit: Lower touch cycles
- ✓ Benefit: Lower CAC
- ✓ Benefit: Leads nurture themselves
- ✓ Benefit: Offer value on demand



Benefit 1

Leads Come to You

Challenges in sales-led organizations

Sales-led organizations are grappling with several key issues:

- ✗ Limited interest in organic content.
- ✗ Marketing content and sales pitches aren't resonating with buyers.
- ✗ Reps have to do all the prospecting themselves.

The Revinova solution

Revinova's Knowledge-Led Growth™ approach emphasizes education over sales. Your Revinova academy provides prospects with valuable learning about their role and industry they can't get just anywhere. This educational approach yields significant benefits:

- ✓ Prospects begin to view your company as an authority within your industry.
- ✓ Prospects are drawn to your content for its direct help in solving problems and improving operations.
- ✓ Through learning about their needs and your solutions, prospects come to you already convinced about the value of your offerings, effectively turning the traditional sales process on its head.

The underlying issue

The fundamental problem is that today's consumers are resistant to salesy content and promotional pitches; **nobody wants to feel like they're being sold to.**

The screenshot shows the UiPath Academy website interface. At the top, there's a navigation bar with links for HOME, COURSES, LEARNING PLANS, CAREER PATHS, CERTIFICATION, RESOURCES, and CONTACT. Below the navigation, the main heading is 'Explore UiPath Academy'. A search bar is visible with the text 'Search...' and a 'Reset' button. The search results are displayed in a grid format, showing 180 results. The first two results are highlighted:

- UiPath Automation Suite on Linux Operational Management**: A video thumbnail showing a person working on a laptop. The duration is 2h.
- UiPath Automation Suite Installation on Linux**: A video thumbnail showing a laptop with code on the screen. The duration is 2h.

Below these, there are more search results with thumbnails and titles like 'Transform data with UiPath' and 'Get started with enterprise'.

In less than one year, UiPath had 1000 regular users of their academy, many of which turned into customers.



Benefit 2

Lower Touch Cycles

Challenges in sales-led organizations

Sales-led organizations face high friction in sales cycles:

- ✗ Sales reps spending extensive time with high funnel prospects.
- ✗ Reps engaged in multiple, lengthy calls over months.
- ✗ The model's inability to scale without additional, costly sales personnel.

The underlying issue

A complex product without education and learning requires reps to be present at every stage of the sales cycle, which is inefficient and costly.

The Revinova solution

Revinova's Knowledge-Led Growth™ strategy empowers prospects through self-service within Revinova academies, reducing the need for constant rep involvement. This approach results in significantly lower-touch cycles where:

- ✓ Sales reps get involved only when deals are close to closing.
- ✓ Prospects can explore the value of your offerings on their own.
- ✓ There's no need for reps to constantly educate prospects, freeing them to focus on more value-add activities.



Typical Sales Timeline



Sales Timeline with Revinova



Revinova is proven to shorten sales cycles by 54%.



Benefit 3

Lower CAC

Challenges in sales-led organizations

Customer acquisition burdens fall heavily on sales reps:

- ✗ Increased dependency on costly sales tactics.
- ✗ Diminishing margins from expensive customer acquisitions.
- ✗ Low ROI from blind sales calls.

The Revinova solution

Revinova's Knowledge-Led Growth™ framework leverages educational content to monitor prospect engagement, pinpointing the optimal moment for sales contact to enhance the likelihood of closing deals effectively.

- ✓ Sales reps can optimize their time by engaging at more decisive moments.
- ✓ Improved timing of sales connections boosts close rates.
- ✓ CAC is reduced as initial high-funnel nurturing shifts to self-directed learning, alleviating the financial load on direct sales efforts.

The underlying issue

Engaging sales reps too early in the sales funnel is financially draining. It is more cost-effective for prospects to self-nurture when they are high in the funnel.

Knowledge Channel Insights My Accounts 142 Opportunities

 Account Value on Average

20% Higher


 Close Rate


45% Higher

 Deal Velocity

35% Faster

Recommendations

 John Doe hasn't viewed content in a while
Reach out to them to get them engaged!
[Send Content](#)

 Nurture Contact
Jane Doe has been very active in Revinova. Send them additional content.
[Send Message](#)

Revinova customers have driven up to \$2.5m in additional profit from lower acquisition costs and retention.

Benefit 4

Leads Come Pre-Sold

Challenges in sales-led organizations

Without the ability to explore a product in a freemium or free trial, sales-led teams are often forced to do all the nurturing themselves. Before they interact with sales, prospects generally:

- ✗ Fail to see the product's value.
- ✗ Don't see the product in action.
- ✗ Can't research and understand the product independently.

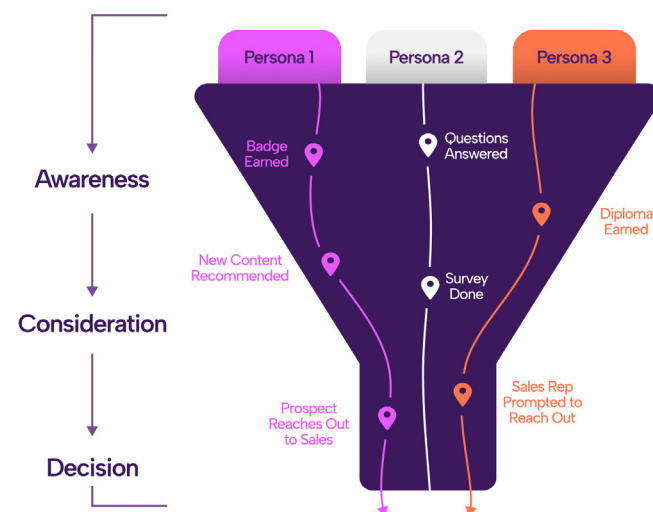
The Revinova solution

Through Revinova's Knowledge-Led Growth™ framework, prospects navigate learning pathways at their own pace. By the time they engage with sales, they already recognize the product's value and how it can benefit them. This means:

- ✔ Leads arrive pre-sold, having independently recognized the product's value.
- ✔ Sales reps can focus on finalizing deals rather than initial education.

The underlying issue

It's not a lack of freemium or free trial that's keeping B2B prospects from selling themselves on your solution—it's the lack of education. B2B prospects require thorough education to become sales-ready.



A study by Demand Gen Report found that nurturing leads with structured content relevant to their position in the buying process can boost conversion rates by 72%.



Benefit 5

Offer Value on Demand

Challenges in sales-led organizations

A lack of freemium or free trial often means that sales-led organizations struggle to provide value to prospects:

- ✘ Sales-led organizations have little to provide prospects without lengthy onboarding.
- ✘ Limited available offers means it's difficult to attract and entice prospects effectively.

The Revinova solution

An on-demand academy that prospects can access from day 1 solves the delayed value issue of sales-led growth. With a Revinova academy, you'll experience product-led benefits:

- ✔ Prospects no longer have to wait to see the product's value.
- ✔ Prospects are rewarded for initial interest.

The underlying issue

B2B organizations often require prospects to commit before they can truly experience or learn about the product, asking a lot from them upfront.

The screenshot shows a 'My Progress' dashboard with tabs for 'Courses', 'Curriculum', and 'Completed'. It features a maze icon and a progress bar for 'Introduction to the Platform Journeys' (0 of 10 Modules, 5.0 stars). A notification bubble states: 'Badges Earned 5 You're in the top 10% of badge owners!'. Below, there are sections for 'Growth' and 'Intro' with images of people working.

Prospects have a valuable source of information where they can select courses based on interests, objectives, pains, and more.

Unlock Product-Led Growth Benefits Today

Revinova's Knowledge-Led Growth™ framework enables sales-led organizations to harness the advantages of product-led strategies by focusing on education and self-service in dedicated academies, paving the way for streamlined acquisitions and enhanced user engagement.



With Revinova, you'll unlock the power of:

- ✓ Leads that come to you
- ✓ Leads that nurture themselves
- ✓ Low touch sales
- ✓ Value on demand
- ✓ Lower CAC

Get your academy up and running in 7 days

A free Academy Launch Plan meeting streamlines the process. Get expert advice on:

- What kinds of existing content is usable
- How to map existing content to the buying journey
- How to save time and money on content creation

[Learn More](#)

Try it free

Want to start experiencing the benefits of Product-Led Growth right away? Talk to a Knowledge-Led Growth™ expert today to set up your free trial and get answers to your questions about Revinova.

[Get Started](#)