

SaaS Client Experience

The SaaS market is expected to reach \$113 billion by 2021, nearly doubling in size from 2017, according to Gartner. We've seen this strong growth ever since we started working with SaaS clients more than a decade ago.

From business intelligence to billing to social integration to collaboration and project management, we've been helping our SaaS clients differentiate their stories and grow their customer bases. Here are some of the companies we've partnered with through the years and a snapshot of the recent results we've helped them achieve.



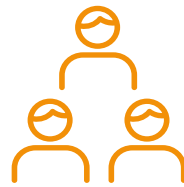
“Business owners constantly ask me who’s doing our PR and marketing, because they see Know Your Company everywhere. I just point them to Metis.”

– Claire Lew, CEO, Know Your Team

Results

4,400+

New user accounts generated for one client in one year from media relations and social media



3

SaaS clients acquired while a Metis client



35+

Blue-chip brand leads generated for one client from one content-driven campaign



3,900+

Website visits driven for one client from organic PR, content and social media campaign activity

Sharing customer stories

insightly

Case Studies

Industries

- All
- Business Services
- Consulting
- eCommerce
- Education
- Financial Services
- Food Services
- Government
- Insurance
- Manufacturing
- Media and

Explaining data through content

CEOS AND EMPLOYEES SOUND OFF:

The full survey results on Know Your Company (and why this data matters)

Know Your Company

Why does this matter?

Making connections helps close the trust gap at work. Studies show that 33% of employees don't trust their CEOs. When employees do feel connected to their CEOs, they are more loyal, work harder and speak more highly about the company. Connections between co-workers increases engagement, as well.

High-profile thought leadership placements

Entrepreneur

HOW SUCCESS HAPPENS PODCAST

Basecamp Co-Founder and CEO Jason Fried Explains How to Make Work Less Crazy

Basecamp CEO Jason Fried on overfunded startups and stressful workplaces

THE WALL STREET JOURNAL

WORKPLACE TECH: PRODUCTIVITY BOOSTER OR SOURCE OF BURNOUT?

CNN BUSINESS

This CEO thinks it's crazy to work more than 40 hours a week