

NEW RELIC RIDES INTO THE SUNSET

Are you sitting comfortably? Then I'll begin.

There once was a platform, built by New Relic, that was loved by over 17,000 global customers. More than 50% of the Fortune 100 relied on it to solve their toughest business challenges. It lived high up in the Cloud, from where developers, engineers, operations and management could have a birds eye view of everything going on in today's complex software environments.



But the world of DevOps was in disarray. Teams were struggling to find and fix problems fast, putting the customer experience in jeopardy. Word had started to spread of a mystical New Relic tool, but not quickly enough. Real-time insights were being overlooked and opportunities missed.

This was hurting New Relic, which has as its sacred purpose the establishment of standards by which all software and its impact can be measured and improved.

Something needed to be done.

To help New Relic realise its sacred purpose, a crack team was dispatched by Punch! to find the best way to bring them over to ABM Utopia.

Audience insight and personalised content fuelled an ABM strategy which aligned sales with marketing to generate leads and convert them into bonafide New Relic customers.

The team's unique powers came together to learn that many DevOps teams have to "fail fast and fail often" when fixing failing applications to better serve customers.



And so from the fires of these repeated failures, the New Relic Skateboard was forged. A vehicle for success, resilience and tenacity. The answer to their happily ever after. The path to ABM Utopia.

Branded skateboards were sent out via direct mail alongside personalised, hand-written notes to key individuals at target accounts, followed up by 1:1 personalised video, emails and social outreach.

IN THE END, THE VERY THING SO MANY OF US ARE AFRAID OF - FAILURE - BECAME THE REASON FOR THEIR SUCCESS.

50x ROI

And by celebrating it, we managed to deliver a 70% email click through rate, a 76% email open rate and 50x ROI, earning New Relic a place in ABM Utopia.

Make your marketing out of this world with Punch!

Get in touch