



**CASE STUDY: MARKET INTELLIGENCE AT D2iQ**

# D2iQ doubles YOY competitive takeouts with market intelligence

D2iQ wanted to drive more wins. They needed market intelligence on competitors in their quickly-evolving space, plus enablement materials that would equip their sales teams for success in competitive head-to-head opportunities.

## GOALS

D2iQ wanted to understand what their core competitors could deliver, and get visibility into new entrants that were starting to generate a lot of buzz. They also needed sales enablement materials that would quickly cut through the noise and hit on important points, so the sales team could leverage that knowledge on the fly and win more deals. Critically, they needed these insights from someone who already understood their complex space.

## CHALLENGES

- A complex space that requires existing industry expertise to deliver valuable market intelligence
- Outdated, over-long enablement materials that didn't help the sales team quickly hit the right points
- Understaffed PMM team without bandwidth to do their own research

## RESULTS (BUSINESS BENEFITS)

- Doubled competitive takeouts year-over-year
- 42% ARR increase since working with Aggregate Insights
- 80%+ of discovery calls with an Aggregate Insights pitch deck lead to a second meeting

## COMPANY AT-A-GLANCE



## COMPANY

D2iQ

## INDUSTRY

SAAS  
(Kubernetes)

## HEADQUARTERS

San Francisco, CA

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## SOLUTION

D2iQ brought on Aggregate Insights both because they were experts in market intelligence and sales enablement, and because they had extensive experience in D2iQ's space and could quickly on-board and begin delivering value.

Aggregate Insights updated and streamlined D2iQs existing sales battle cards, and created new content on their emerging competitors. "Aggregate Insights was able to shine a light on a tighter, more useful set of right competitive information, and distill what's relevant for field sellers when they run into a competitor," says Joe Taborek, President of WW Field Operations at D2iQ.

D2iQ was able to leverage those assets to drive sales success in the field. Per Taborek, "The competitive assets Aggregate Insights created helped us figure out how to win deals against specific competitors, then build repeatable sales plays that have created a flywheel of success."

Next, Aggregate Insights leveraged their PMM expertise to help D2iQ define their story arc and create pitch decks that appeal to their major sales verticals. "The pitch decks Aggregate Insights created have been super impactful. We use them all the time," says Taborek. "They are the gold standard - the basis for how we talk about ourselves. We get second meetings over 80% of the time after using them on discovery calls."

## IMPACT

Since working with Aggregate Insights, D2iQ's sales success has increased dramatically: **"We've increased our ARR 42% year over year in the time we've been working with Aggregate Insights."**

D2iQ's sales team is now better equipped to take on entrenched competitors, and continues to succeed using the deep competitive insights that could only be provided by researchers with extensive experience in their field. Says Taborek, "We have doubled our competitive takeouts compared to last year, leveraging competitive assets and pitch decks from Aggregate Insights."

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**Joe Taborek**  
D2iQ President of  
WW Field Operations

