

Customer Case Study: GTM Delta

Building the GTM Knowledge Engine

OVERVIEW

GTM Delta is the leading technical marketing agency, specializing in creating high-engagement content and strategic go-to-market solutions for startups and Fortune 500 technology firms. Their services encompass multi-channel content marketing, strategic positioning and messaging, SEO, and innovative content-led growth programs for their clients.

THE CHALLENGE

GTM Delta faced significant challenges in scaling their research and content production capabilities. As their client base grew, the demand for rapid and accurate research and content increased. The traditional manual research methods became a bottleneck, leading to scaling risks and inefficiencies. They needed a solution to streamline their strategic research process and scale their operations without compromising on quality.

"Halo Radius codified GTM Delta's complex, proprietary research and analysis processes in a real-time, AI-powered knowledge engine. The system is a first of its kind and was the only way we could scale as fast as we have. What we needed didn't exist before Halo Radius."

Eric Wright, Chief Content Officer

THE APPROACH

Halo Radius proposed a new AI-powered GTM Knowledge Engine using Amazon Bedrock, AWS Lambda, AWS Fargate, and Amazon Aurora Serverless, allowing rapid and cost-efficient scaling. The new system would compress their proprietary research time significantly, allowing for faster onboarding, more accurate customer research, and increased productivity.

A serverless architecture would reduce operational costs, improving system scalability, and greatly reduce manual effort needed by the research and content team. Overall, the collaboration led to enhanced content quality, quicker turnaround times, and the ability to meet growing client demands effectively.

90%

lower customer acquisition cost

The new GTM Knowledge Engine reduced customer acquisition cost (CAC) from \$3,750 to \$500 per customer by automated AI customer research.

95%

average reduction in production time

By automating competitive analysis, AI writing assistance, and AI-optimized messaging and positioning, GTM Delta slashed content production time from 5 days to 4 hours.

\$2M

increase in reachable pipeline

By automation of custom offers for top of funnel prospects with AI-driven optimization. This extends into the Client Success program to increase retention and customer satisfaction.

Customer Case Study: The GTM Delta Halo Radius Collaboration

🔗 THE SOLUTION

The collaboration between GTM Delta and Halo Radius led to the development of an advanced GTM Knowledge Engine, leveraging AWS technologies. This solution included:

- **AI-Powered Content Optimization:** Halo Radius leveraged an integrated, sophisticated, multi-modal LLM to automate and enhance the review and optimization of content created by GTM Delta content engineers. This enabled rapid production of high-quality, SEO-optimized articles and reports.
- **Serverless Architecture:** A primarily serverless infrastructure was implemented to ensure scalability, cost-efficiency, and minimal maintenance. This design leveraged Amazon Bedrock, Langchain, AWS Lambda, AWS Fargate, Amazon Aurora Serverless, Amazon Cognito, Amazon Cloudfront, AWS WAF, and the AWS CDK to automate application infrastructure and CI/CD pipelines.
- **Automated Research Workflow:** An automated workflow was established for data ingestion, processing, from multiple external and internal sources. This new workflow reduced manual intervention, increased speed, and ensured consistent quality across all research and content services using RAG with multiple models on Amazon Bedrock.
- **Scalable Data Management:** A scalable data ingestion and storage platform was designed to handle large volumes of data efficiently, ensuring reliability and seamless scalability as client demands grew.

"The more we grow, the smarter the GTM Knowledge Engine becomes which is a flywheel effect for our business. We can handle 10X the number of agency clients because of the platform Halo Radius built."



🏗️ THE RESULT

The collaboration yielded remarkable results, including:

- **Reduced Customer Acquisition Cost:** Previously it took 4-5 days and an average of \$3,750 per client for acquisition cost. Now the time has been reduced to 4 hours and the serverless architecture has reduced CAC by 90% from \$3,750 to \$500 per client.
- **Cost-Effective Scaling:** The system employs automated scaling strategies, optimizing both performance and operational costs.
- **Improved Accuracy and Efficiency:** The refined multi-modal machine learning capabilities led to more accurate research and the ability to accelerate both research and content production.
- **Designed for Safety and Scalability:** The system has been designed to protect proprietary client data and scale on-demand so that GTM Delta can help their clients differentiate from their competitors and accelerate growth in a challenging marketplace.