

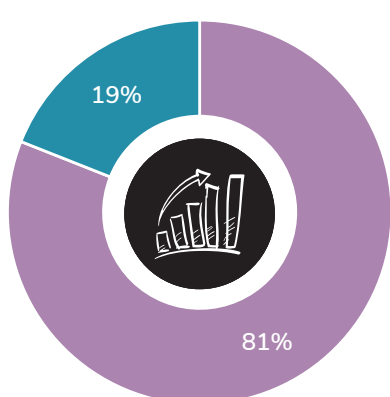
2021 SERIOUS ABOUT SAAS MARKETING SURVEY OVERVIEW

We asked Kiwi SaaS businesses to rate their own performance against ten fundamental pillars of SaaS marketing, and the results show that there is plenty of room for growth when it comes to marketing capability, and some interesting changes compared to last year.

We spoke to a mix of NZ SaaS businesses, with a range of funding models, growth stages and geographies. Respondents tended to be in a leadership role. This year, there was a larger proportion of bootstrapped and VC funded organisations who took part in the survey.

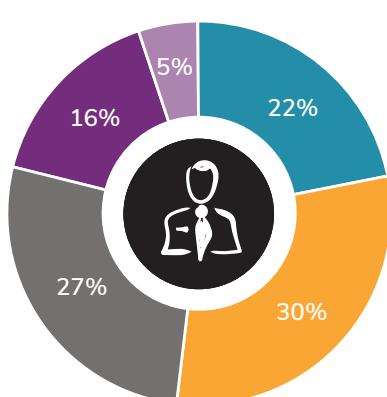
SALES MODEL

Account Sales Self Service



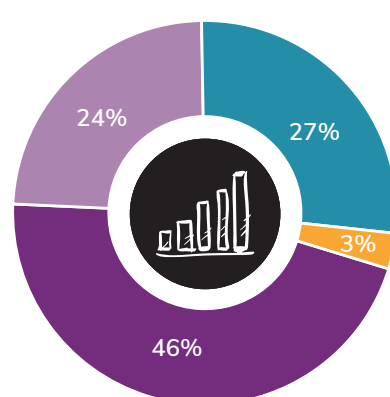
ROLE

CEO Director Founder Marketing Lead Other



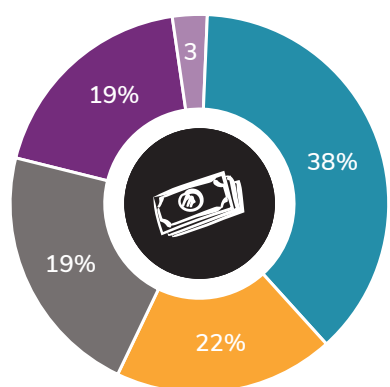
REVENUE STAGE

Early Stage Exponential Growth Mature Pre Revenue



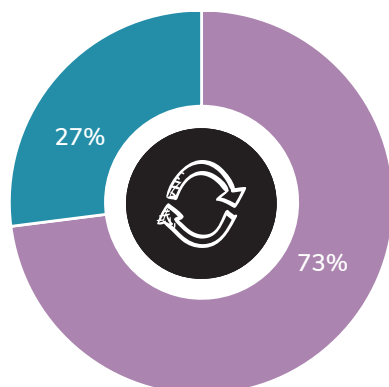
FUNDING MODEL

Angel Investors Financed by Friends / Family Proudly Bootstrapped Venture Capital Seed Funding

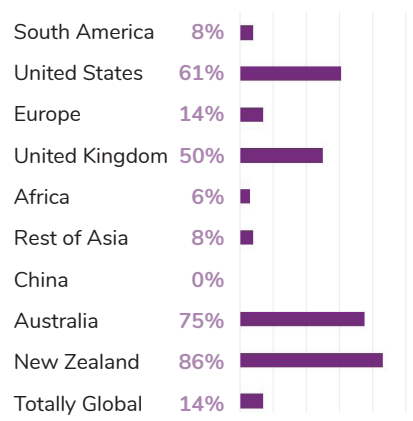


ANNUAL RECURRING REVENUE

ARR over NZ\$1 million ARR under NZ\$1 million



TARGETED MARKETS



Businesses rated their capability on the fundamental pillars of marketing using a six-point scale, where one was poor and six was awesome. We've analysed the data and ranked the pillars based on the proportion of businesses rating themselves as a five or six, indicating they think they've pretty much got that pillar nailed.

The world of SaaS is getting more competitive. We see increased competition in-market and increased competition for talented marketers to help drive company growth. These two driving forces are causing notable changes in ranking from last year's survey.

SAAS MARKETING PILLARS	2021 RANK	RANK CHANGE FROM 2020
TARGET CUSTOMERS	1	New
CUSTOMER RETENTION	2	-1
MARKETING FUNDAMENTALS		+2
MARKETING METRICS	3=	+1
STRATEGIC ALIGNMENT		-1
TECH STACK	6=	-1
PEOPLE, SYSTEMS AND PROCESSES		-3
WEBSITE EFFECTIVENESS	8=	+2
PRODUCT MARKETING PRACTICE		+1
CUSTOMER ACQUISITION	10	-3

WRAPPING-UP

By focusing on the basics we firmly believe Kiwi SaaS companies can super-charge their growth and take on the best in the world. This is ultimately a good news story because small changes to your marketing fundamentals will see big changes in the effectiveness of your marketing.



Read the full 2021 Serious about SaaS Marketing Survey Report at: [go/2021-proxi-report](https://go.2021-proxi-report)