

# WARP

## THE NARRATIVE DEBT

WARP had a logistics platform built for shippers. Walmart and Under Armour were on the prospect list. They were losing them on positioning, not on product. **A tech platform sold like a freight broker.** Buyers could not tell why WARP cost more than the next quote, because the page never told them.

## THE WORK

### Reposition the platform. Replace the broker pitch.

- **Customer research.** Industry and customer interviews to surface the real pain points and the points of disruption.
- **CRM implementation.** Rebuilt the customer journey tracking from the ground up.
- **Vertical PR.** Launched a PR strategy in CPG, Consumer Electronics, and adjacent categories.
- **Brand and messaging.** New website. New messaging strategy. New one-pagers and decks for sales.
- **Drip campaigns.** LinkedIn and email sequences targeting profitable, repeating accounts.
- **Partner orchestration.** Hired and managed external partners across design, tech, and social.

## THE RESULTS

### Story aligned, margins recovered.

**83%**

Revenue increase in less than 6 months

**49%**

Decrease in customer acquisition cost in the same window

**2% to 17%**

Inbound share of all sales leads

**72%**

Improvement in customer retention, year over year

New customers sourced by marketing included Under Armour, Ollie, and Walmart.

