

Case Study

Precision at Scale: How Deck Commerce Streamlined GTM & Partnerships

"Using Enlyft to build our focused ICP within our total addressable market has accelerated GTM efficiency and partner co-sell productivity."

—John Kinny, CRO, Deck Commerce

Overview

Deck Commerce, the leading OMS for D2C and omnichannel retail, powers some of the world's most recognizable brands with unified inventory, orchestrated fulfillment, and connected data. With a lean team, Deck Commerce needed to maximize every sales and marketing activity. The company turned to Enlyft to execute a hyper focused go-to-market (GTM) strategy, fueling precise demand generation, and rich intelligence within their ideal customer profile (ICP). Along the way, Enlyft also enabled Deck Commerce to bring sharper focus to its partner-led GTM motions.

Challenges

As Deck Commerce scaled its go-to-market motion, the team faced the need to:

- Define Total Addressable Market (TAM) and operationalize an ideal customer profile (ICP) across sales and marketing.
- Reduce wasted spend in paid and social channels
- Equip sales with fast, deep account context for big meetings.
- Align technology and solution partners to co-sell around more than just shared opportunities, but broader ICP.

Customer Profile

Deck Commerce

Website:
www.deckcommerce.com

Short Bio

A leading order management system for D2C brands that unifies inventory, orchestrates fulfillment, and connects systems and data.

Key Metrics

67%

Increase in Click-Through Rates

47%

Increase in closed/won bookings

Solution

Identifying a Hyper-Focused ICP

- With Enlyft, Deck Commerce was able to precisely define its Ideal Customer Profile by company size, industry, and technology stack. This clarity allowed the team to concentrate resources on the accounts most likely to convert, creating a strong foundation for all GTM activities.

Enhancing Sales & Marketing Efficiency

- Enlyft's account intelligence equips Deck Commerce to tailor messaging, content, and outreach to the right target accounts. As a result, the team has seen higher engagement and stronger click-through rates, ensuring that every marketing dollar and sales touchpoint is more efficient.

Strengthening Partner Co-Sell Motions

- By overlaying enterprise IT technologies (e.g., Microsoft D365, NetSuite, Salesforce Commerce Cloud) on top of their ICP, Deck Commerce uses Enlyft to pinpoint the accounts where partner joint value is strongest. This enables a focused, account-based co-selling model with the premier technology partners for enterprise IT platforms.

Results

- ✓ **Improved GTM efficiency with hyper focused TAM & ICP clarity**
- ✓ **More precision and less waste of top of funnel demand gen activity.**
- ✓ **Shorter inbound forms: Using Enlyft data to pre-fill tech stack, cutting friction for prospects.**
- ✓ **Focused account-based co-selling modeling with partners**

About Enlyft

Enlyft is an AI-powered account intelligence platform built specifically for partner ecosystems. We connect vendor data, partner data, and billions of market signals into a single intelligence layer that makes account prioritization clear & scalable—driving real pipeline and revenue growth.