HELIOS BY IMPACTWARE

GardenIQ: Enterprise SaaS offering, Built on HELIOS

Use case showcasing the power of HELIOS.

Overview

GardenIQ is a prime example of how enterprises can build their own branded platform on HELIOS. Using HELIOS's core architecture, GardenIQ added ecommerce-specific features and customized workflows to create a differentiated application that it fully owns. This demonstrates how HELIOS enables clients to not only improve their marketing operations, but also to develop entirely new SaaS and service models that strengthen brand value and drive recurring revenue.

Challenge

Marketers often encounter technical bottlenecks when capturing customer behavior data, segmenting audiences effectively, and executing campaigns quickly.

These challenges usually demand engineering support or complex SQL, which slows execution, limits creativity, and reduces responsiveness to real-time marketing needs.

Enterprises and agencies face an additional hurdle; building branded, scalable platforms for their markets without becoming dependent on restrictive vendor ecosystems or investing years into custom development.

Solution: HELIOS in GardenIQ

GardenIQ, powered by HELIOS, addresses these challenges head-on with:

1. **Harvest℠ – Easy Data Gathering**
   A point-and-click tagging system that allows marketers to capture custom event data, like page views, clicks, or form interactions across websites in real time, without writing code or relying on engineering teams. Unlimited custom fields make it easy to collect rich, granular data.

2. Profiles & Segments

Build dynamic customer profiles and cohorts with natural language queries converted to SQL, allowing marketers to target behaviors and metrics captured via Harvest℠ for personalization at scale.

3. Build & Deploy Campaigns

A streamlined workflow that lets marketers build emails, SMS, forms, and automations, all in one place. HELIOS disrupts cumbersome MarTech experiences with a unified interface that removes the need for multiple siloed tools.

4. AI-Generated Emails

A standout HELIOS-powered assistant: "Just prompt, review & publish." Users simply describe the campaign they want, and the AI generates the complete email from header to footer, removing creative bottlenecks and accelerating execution.

Customization Layer: On top of these HELIOS-powered capabilities, GardenIQ added ecommerce features and transaction data integration. By extending HELIOS, GardenIQ transformed its service-led agency into a SaaS + services hybrid business, proving how enterprises can build their own market-facing platforms on HELIOS while maintaining full ownership and independence.

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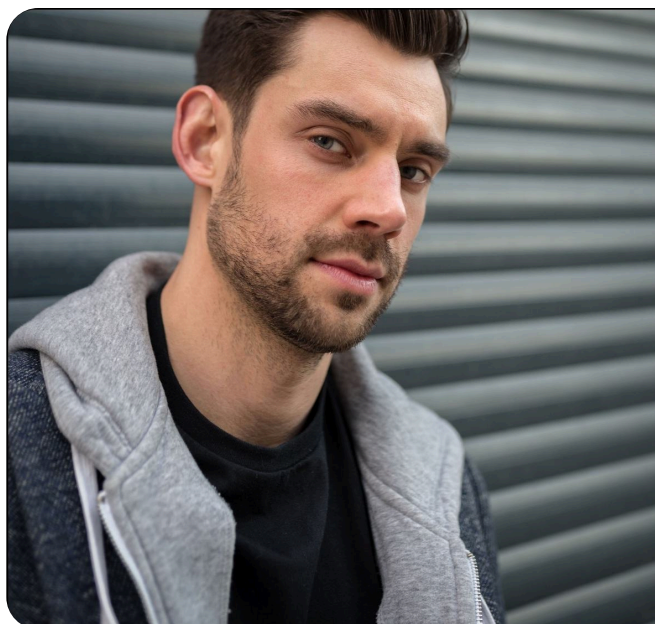
"With HELIOS, we built a full messaging and intelligence layer for GardenIQ without vendor limitations."

Chris Zieverink
Co-founder, GardenIQ

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This endorsement underscores how HELIOS eliminates dependency on restrictive vendor ecosystems, giving teams full control to innovate and scale.
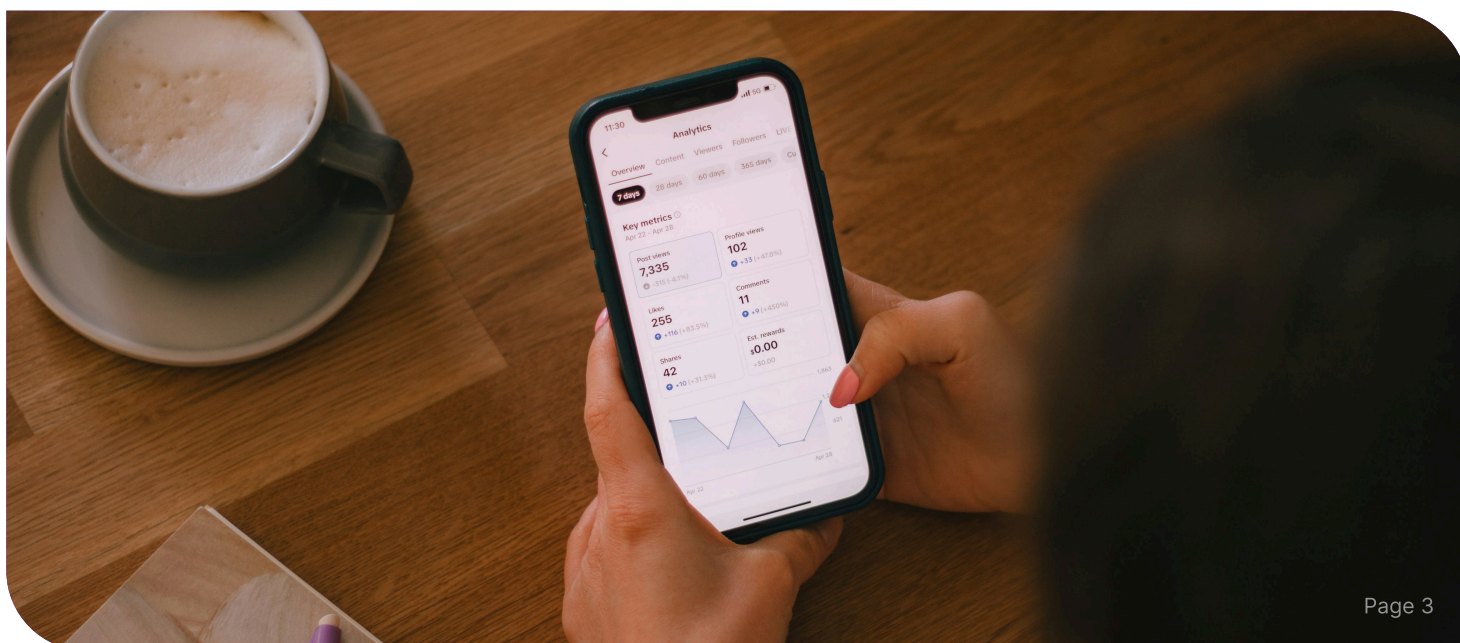
Results

By transforming complex processes into intuitive workflows and extending HELIOS with ecommerce capabilities, GardenIQ demonstrates how enterprises can:

- Consolidate fragmented data sources into a single, actionable dashboard
- Build highly targeted segments without engineering resources
- Generate compelling campaigns in minutes, not days
- Create a proprietary, branded platform that blends SaaS + services
- Operate with full independence from vendor lock-in

Marketing Angle for HELIOS

This case study highlights how HELIOS delivers:

- **Productivity:** Cut campaign turnaround from days to minutes
- **Scalability:** Support growth with unlimited data fields and custom events
- **Independence:** Free teams from restrictive vendor platforms
- **Enterprise Value:** The foundation to build owned, customized platforms like GardenIQ
- **Confidence:** GardenIQ is living proof, built on HELIOS, deployed in market, generating real outcomes

Why Companies Switch to HELIOS

Modern enterprises are outgrowing rigid SaaS tools. They need infrastructure that adapts to their strategy, not the other way around. HELIOS delivers exactly that.

What They Leave Behind

- Rigid CDPs and ESPs that cannot keep up with evolving data models
- Tool sprawl across marketing, product, and data teams
- Black-box AI with little to no transparency
- Vendor lock-in that stifles innovation

What They Gain With HELIOS

- Full ownership of their data, logic, and outcomes
- AI-native intelligence for real-time segmentation and predictive journeys
- Composable infrastructure that integrates seamlessly with modern stacks
- A unified system where marketers, engineers, and product teams collaborate effortlessly

Why HELIOS Stands Apart

HELIOS was built to give marketers and agencies an intuitive, developer-light platform that removes bottlenecks while providing developers a robust foundation for modern enterprise solutions.

Unlike platforms that stall at proof-of-concept, HELIOS integrates seamlessly into existing workflows, scales across diverse use cases, and continuously learns to deliver measurable business outcomes.

**See how HELIOS can help you build your own GardenIQ.
Request a demo today.**