

avenu

Every market, one avenue

Case Study



How Avenu identified untapped market opportunities and established key focus areas to enhance competitiveness and drive future growth

SUMMARY

This case study showcases EntryMapper's collaboration with Avenu, a digital solutions provider for e-commerce businesses, to address growth and market differentiation challenges. Facing increased pressure from AI and automation solutions, Avenu needed to adapt its agency model to protect its market share. By mapping the competitive landscape, analyzing competitors, and identifying key client segments, strategic partnerships, and internal capabilities critical for scaling, EntryMapper helped Avenu define the key focus areas for strengthening its position and ensure future growth.



Avenu offers digital solutions to help businesses optimize their presence on e-commerce platforms, particularly Amazon. The company specializes in providing data-driven insights, marketplace strategy, and operational management, enabling businesses to scale efficiently and boost their online sales performance.

Avenu struggled to identify key focus areas for future growth that would ensure its relevance in the e-commerce optimization market, especially in the light of the growing threat on the traditional agency model posed by the rise of AI and automation solutions

Avenu was faced with several key challenges:

1. Lacking visibility into which parts of the business were most at risk – and how to defend them
2. Missing a clear roadmap to evolve its offering and differentiate in a rapidly shifting landscape
3. Unsure about which internal capabilities needed to be evolved/built to stay relevant as AI continues to disrupt the traditional agency model
4. Struggling to identify the right clients, categories, and strategic partnerships to prioritize

OUR APPROACH

EntryMapper's approach to address Avenu's challenges was divided into 3 key areas following its analysis modules, which were combined to form a coherent growth plan for Avenu.



1 **DEFINED COMPETITOR LANDSCAPE & WHITE SPACE**

EntryMapper mapped the e-commerce optimization tools value chain, defined key competitor archetypes, assessed the competition, and identified white space opportunities for Avenu to leverage.

2 **CONDUCTED COMPETITOR DEEP-DIVES**

EntryMapper conducted competitor deep-dives, examining their evolution and key success/failure factors, while also developing detailed client case studies to inform Avenu's differentiation strategy.



3 **OUTLINED ACTIONABLE STRATEGIES FOR GROWTH**

Entrymapper identified key market partnerships and defined ideal partnership, customer, and candidate profiles to guide Avenu's strategic alliances, outbound, and hiring strategies, offering a clear roadmap for strengthening its position against competitors and ensuring sustained growth.

RESULTS

Outcomes and strategic advancements:

Avenu leveraged EntryMapper's insights to uncover untapped market opportunities and define key pillars for future growth, equipping the company to defend its market share by adapting its agency model in response to the rising impact of AI and automation solutions. Ultimately, EntryMapper helped Avenu refine its outbound strategy by identifying target market categories, strategic partnerships, and the internal capabilities needed to stay competitive in a rapidly evolving landscape.

THOUGHTS FROM THE FOUNDER



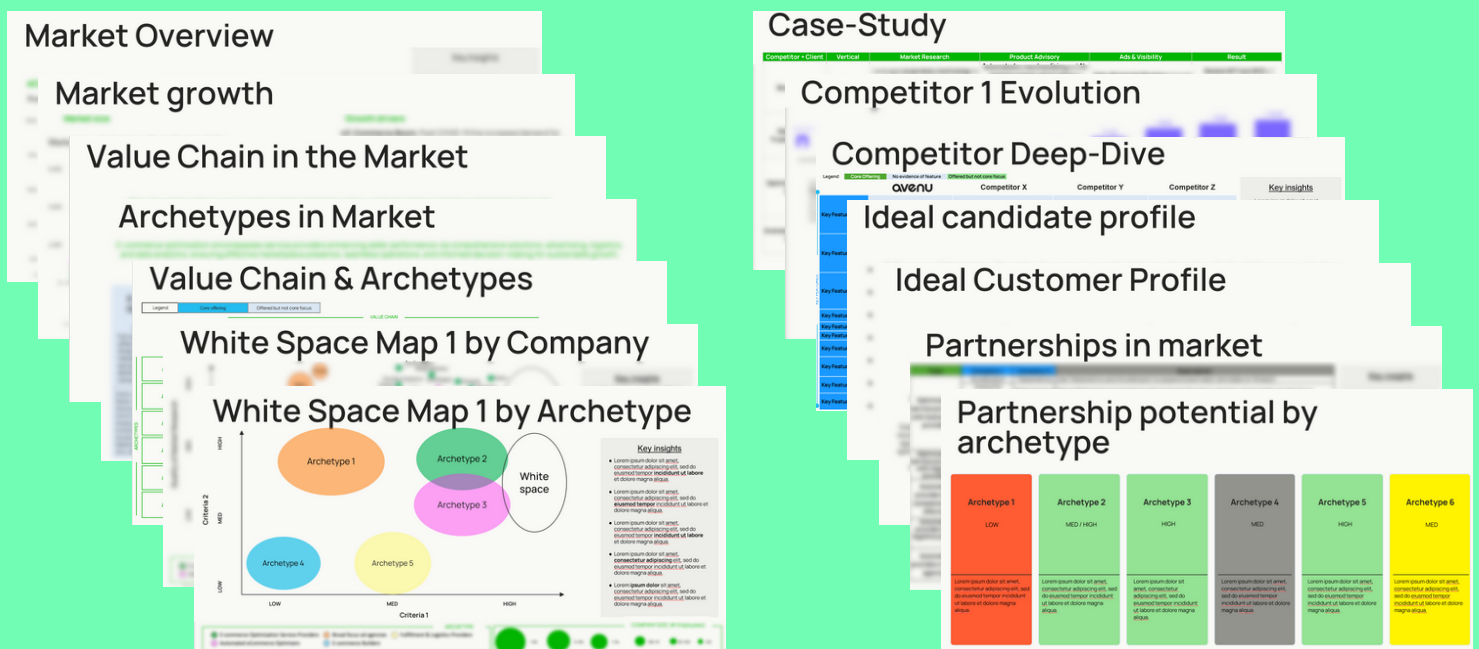
Ville Hälinen
CEO and Co-founder
Avenu

"EntryMapper delivered a well-rounded, strategic perspective on our market that deepened our understanding of both competitive dynamics and areas for growth. In addition to mapping the market, they offered thoughtful guidance on how we can evolve - highlighting where to focus our outreach efforts, how to adapt in the face of emerging technologies like AI and automation, and what capabilities we'll need to develop internally to stay ahead. Their work was both insightful and actionable, providing the clarity we needed to prioritize smart investments and navigate the path forward with greater confidence."

WHAT DID WE DELIVER?

Our approach was delivered in a extensive report, covering market and competitor analyses, untapped opportunities, customer and partnership profiles, and an evaluation of internal capabilities required for Avenu's growth. This comprehensive deliverable, with supporting data and insights, served as a foundation for strategic decision-making, partnership development, and scaling efforts. Ultimately, it equipped Avenu with a roadmap to differentiate and drive growth in a competitive market.

*Document details have been obfuscated



GET IN TOUCH

Inspired by Avenu's success story?
Get in touch with us to start your journey
toward outstanding results.



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