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## CHALLENGES

- ✗ Zero brand recognition in the U.S.
- ✗ Product-market fit misalignment
- ✗ Technical messaging failed to tap into painpoints or drive urgency
- ✗ Sales content was translated from German but not adapted to U.S. market buyers
- ✗ Revenue plateaued for the U.S. subsidiary

## APPROACH

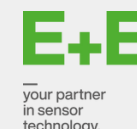
- We partnered with E+E to focus on two key vertical markets that offer better product-market fit. Together, we:
- ✓ Focused on two high-fit verticals to align with market demand and margin potential.
  - ✓ Repositioned messaging around buyer pain points, urgency and measurable outcomes – not techs and specs.
  - ✓ Created an integrated, multichannel content and ad strategy for U.S. decision-makers.
  - ✓ Rewrote sales materials to highlight automation ROI and total cost of ownership reduction.

## SUCCESS

E+E's focused U.S. strategy is driving measurable results. Targeted marketing and messaging improvements **doubled U.S. sales in under two years**, reversing a flat trajectory and **growing EBITDA 5x beyond targets**.

“Beyond Borders Marketing has been an excellent partner for our company. They fit our budget with their à la carte options and really focus on growing our brand awareness.... Each time we meet they present new and unique ideas to push our products to prospective customers. Finding and working with BBM has been one big key to our success! ”

Matthew Nemeth  
U.S. Managing Director



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