

VALUE CREATION · 12

# Customer Marketing

The cheapest revenue a company can win sits in the customers it already has.

THE QUESTION IT  
ANSWERS

How much expansion revenue is the installed base leaving on the table?

THE METHOD

Across the customer lifecycle

Stage 1

## Adoption

Onboarding and content that get customers to value fast.

Stage 2

## Expansion

Cross-sell, upsell and pricing plays into the base.

Stage 3

## Retention

Renewal risk spotted early, value made visible.

Stage 4

## Advocacy

References, case studies and peer proof.

WHAT WE DO

Size whitespace by account and segment

Design cross-sell, upsell and pricing plays

Build adoption and onboarding content

Turn customers into references and case studies

WHAT YOU RECEIVE

Whitespace map of the installed base

Expansion playbook for sales and customer success

Lifecycle programme from onboarding to renewal

Customer proof library

METRICS MOVED → ENTERPRISE  
VALUE

NRR: expansion revenue from existing customers

GRR: fewer customers lost at renewal

CAC: existing customers are the cheapest revenue to win

TYPICAL TIMELINE

8–12 weeks

PROOF

GTT Marine: a cross-sell playbook between three legacy customer bases, built on segmentation from customer economics.

Let's talk about your commercial foundation.

Asbjørn Severin · Commercial Operating Partner

asbjorn@andseverin.com

+45 3112 6763 · andseverin.com