

Channable's international growth - From “Did not know you before” to “Na klar / Bien sûr Channable!”

How establishing real Product Market Fit allowed Channable to be successful in German and French market.

“10/10 - I already recommended you to a couple of others! The experts have been helpful and trustful for sharing their ideas and knowledge. weGrow have provided great support on everything marketing-related, prospects and business development. Our team has learned so much from this fruitful collaboration.”



Rob van Nuenen
CEO, Channable



channable

Channable is the ultimate solution for automating feed management and PPC ads. Channable's PPC tool allows you to easily automate advertisements with rules and dynamic variable fields, for ultimate quality scores and performance. It is powerful enough to create, optimize, and export your feeds to over 2500 comparison websites, affiliate platforms, and marketplaces.

- launched in 2014
- 150+ employees
- experts in e-commerce and SaaS

THE CHALLENGE

Channable was the market leader in The Netherlands, and wanted to expand into the German and French markets. The company needed to understand why growth was not as fast in those markets. weGrow helped Channable by providing them with a structured plan and achieve real Product Market Fit.

Copy and paste your home market strategy cannot work... therefore Channable needed to adjust their approach. With weGrow guidance, using insights from senior local industry experts and coordinating sales efforts, Channable was able to reorganise effectively in France and Germany.

THE WEGROW APPROACH

weGrow's top priority to help Channable grow in Germany and France, was to **focus on the market fit assessment and strategy.**



Market fit assessment

Channable already had the resources and talent, but the competition in FR and DE was high. weGrow looked at the needs of both markets and analysed how to make Channable's value propositions fit stronger.

Using native insights from our French & German experts, weGrow created a market share evaluation and competition matrix, which were used as the foundation for further expansion.



Market strategy for DE & FR

Channable needed clarity on their go-to-market plan, so weGrow provided an acceleration strategy emphasizing potential partners and sales acquisition. Channable worked with weGrow Germany expert on key marketing initiatives and ideas.

Based on the existing go-to-market strategy and country insights, weGrow created a high-level resource and pragmatic action plan.




Market roll-out

weGrow supported from Paris and Berlin by leveraging local networks and insights. In France, local expert helped facilitate public relations and collaboration. This hands-on guidance further enabled Channable to build fruitful partnerships and have more visibility.

THE RESULTS

- Strategic organisation in German and French market
- Established Berlin office and team
 - Faster hiring = weGrow Talents sourced a marketer and account executive

 Channable was nominated for the e-commerce Germany awards 2021 - in the category "International expansion"