

Elevating Visibility: GreyOrange's Journey to Market Leadership

THE CLIENT >

GreyOrange Inc., a global leader in AI-driven technology, provides AI-driven software and mobile robots for the fulfillment industry. Their solutions empower retailers, warehouse operations, and third-party logistics providers (3PLs) to enhance productivity, address labor challenges, and reduce risks, all while improving the experience for end users and customers.

THE MATH

112

Form Submissions

50%

Form to Connect Rate

21%

Connect to Meeting Rate

33

Significant Net New Leads

41%

Meeting to Closed Won Deals Rate

THE CHALLENGE >

Despite having a strong team and innovative solutions, GreyOrange faced significant challenges in gaining visibility within the Autonomous Mobile Robots (AMR) market. Their reliance on Gartner coverage primarily focused on warehouse management software and automation, limiting their exposure as a leader in the AMR space.

THE OPPORTUNITY >

With the recent launch of their GreyMatter platform—a technology that orchestrates all robots within a warehouse—GreyOrange positioned itself to lead the robotic warehouse segment. Notably, GreyMatter is agnostic, allowing it to orchestrate robots from any vendor, enabling shippers to utilize various robotic solutions collaboratively. Our goal was to connect with analysts who were interested in the future of robotics, providing a third-party perspective that buyers could reference.

THE SOLUTION >

To maximize GreyOrange's visibility and market presence, we implemented a comprehensive program that included:

- **Public Relations:** We executed targeted PR campaigns to promote GreyOrange's leadership status, ensuring their innovations were highlighted in key industry conversations.
- **Tracking Engagement:** Utilizing HubSpot landing pages, we monitored interest and engagement levels, allowing us to identify potential leads.
- **Follow-Up:** Our proactive follow-up strategy nurtured leads by responding to buying signals, ensuring that interested prospects received timely and relevant information.

THE RESULTS >

As a direct result of our combined efforts, GreyOrange was recognized as a Technology Leader in the SPARK Autonomous Mobile Robots Quadrant Solutions Matrix. They gained significant media exposure, being featured in prominent publications such as FreightWaves, Supply Chain Dive, Real Dive, and Robotics Tomorrow. This strategic engagement not only elevated GreyOrange's market visibility but also allowed them to scale their marketing efforts effectively, achieving remarkable results without overextending their internal resources.