

How a satellite startup rocketed the quality of their leads

Customer profile

CubeSpace is at the forefront of small satellite (“smallsat”) development: it develops attitude determination and control systems (ADCS), one of the key components of every smallsat. More than 100 missions in orbit around the Earth use CubeSpace’s components. CubeSpace spun out of a South African university in 2017 and grew rapidly, fueled by the young team’s ambition to become a global player, as well as their growing track record of successful products.

Customer need

The smallsat industry is booming, with space made more accessible than ever by the likes of SpaceX driving down the cost of launching smallsats. With well-timed and strategic plays, CubeSpace set itself up to ride this wave. Its customer base had grown rapidly and it had started establishing a solid track record of successful missions, but its website didn’t reflect the extent of the startup’s reach and credibility. It needed an enterprise-ready website with (i) a rebranded visual identity, that could (ii) unpack the value proposition of CubeSpace’s ADCS solutions for new leads in both commercial and technical terms, and that could (iii) ultimately increase their conversion rate to qualified leads.

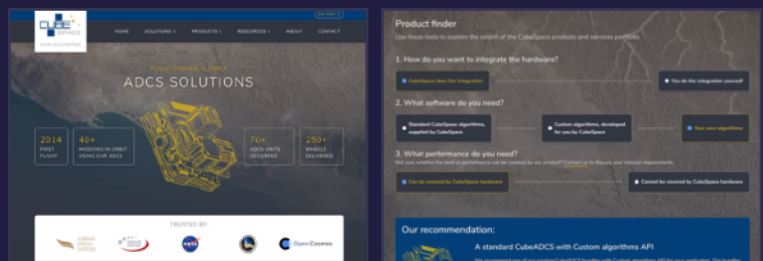
Entle’s solution

Entle and CubeSpace’s collaboration started with an in-depth strategy workshop to unpack CubeSpace’s customer segments and their key decision-makers, CubeSpace’s range of products and their value propositions, and how their sales process works. Following the workshop and further calls, Entle codified this in detailed project brief which served as game plan for achieving the goals set out at the start of the process. In line with the project brief, Entle developed a new website for CubeSpace. Key features included:

- **A new information architecture** to cater to both commercial and technical decision-makers in CubeSpace’s customer segments. For managers interested in the business case of CubeSpace products, the new architecture included dedicated “Solutions for...” pages setting out the problems

CubeSpace and its products solve, the key trust factors communicating CubeSpace products’ credibility, and more. For engineers who would be implementing CubeSpace’s products in their missions, the new architecture included detailed technical information to communicate the quality and ease of use of CubeSpace’s products, and create an easy reference for implementation.

- **A fresh visual language** giving CubeSpace’s existing logo and branding an enterprise flavour. Key to the new visual language was incorporating CubeSpace’s nature as a fast-moving, highly innovative startup, on the one hand, but also the seriousness of their ambition, their track record, and the quality of their products, on the other.
- **An interactive product finder** to help visitors choose the right product for their mission from CubeSpace’s range of options, based on a few high-level questions.



- **Clear call to actions with an online ordering and contact flow** to help CubeSpace capture the right details about leads from the start and kickstart their sales cycle.

Impact

Immediately after launching the new website, CubeSpace saw a noticeable increase in the quality of leads generated online. Visitor analytics showed that conversions were happening after visitors viewed the now far more complete information on CubeSpace’s product range. Says Benoit Chamot, Head of Sales and Marketing at CubeSpace: “Entle immediately understood the message behind the new products and helped us create a clear way to communicate it on the website. Working with Entle was always a pleasure. In particular, we appreciated their professional, direct, honest, and lightning-fast response times!”

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