

How Custos set themselves up for enterprise customers with an Entle website

Customer profile

Custos Media Technologies combines patented blockchain technology with forensic watermarking to keep media files secure and to detect content leaks when they happen. They are a scaling-up startup.

Customer need

Custos had started selling to enterprise customers, but their existing website did not reflect that. It dated back to their early days: it was light on content and its visual language was informal. This was in contrast to Custos’ ambitions: they wanted to establish themselves as leaders in content security. They were confident they had the technology, the value proposition, and the team to do this, but they needed their website to reflect the credibility they had worked hard to build up. Custos also knew their existing website didn’t properly speak to their various customer segments and the different types of decision-makers within each of these segments, e.g. non-technical CEOs interested in the business case versus highly technical Heads of Product or CTOs who wanted to understand the details. In addition, Custos had recently appointed a dedicated Head of Marketing, who sought to consolidate Custos’ marketing and restructure it in terms of clearly-defined customer journeys.

Entle’s solution

Entle guided Custos through a web strategy process to codify their messaging for their different customer segments, packaging their value propositions in a way that could easily be communicated on their website. Entle also helped Custos define clear website user journeys, taking into account their new and existing online marketing. These journeys were customised to the different customer segments and stakeholders within those segments, as well as the different stages of their buying process. Using this strategy, Entle designed and developed a new website for Custos. This included:

- **An enterprise-ready visual language** drawing on Custos’ existing brand, but translating it into a new look that better reflected Custos’ stature.

- **A new information architecture** catering for technical and non-technical readers. The new “Solutions” section explained the business case for three Custos’ three different segments without going into the nitty-gritty technicalities, while the “Technology” section explained the finer details to build trust with technically-minded decision-makers. A new “Resources” section would give decision-makers access to whitepapers that would help them build the internal case for using Custos. And finally, a new cornerstone content structure for blog posts would further boost Custos’ search engine performance for key content security keywords.
- **Low-friction call-to-actions** that allowed visitors to request product demos and recommend Custos to colleagues.
- **Improved DDoS protection** for Custos’ website, given a history of attacks on it.



Impact

Custos’ new website significantly increased inbound lead conversion, including from enterprise customers, and increased their total Google search clicks and CTR. With their new website, Custos could confidently sell to enterprise customers, knowing that their website properly communicated their credibility.

From Custos: *“We know our market, our product, and our customers; Johannes workshopped with us to distill this knowledge into a website that has increased conversion of inbound leads significantly. I cannot recommend Entle highly enough.”* — Fred Lutz, COO: Custos Media Technologies

Read more case studies and whitepapers at entle.co/resources/