

# Playing the Startup Cards Right

**Catena Media goes all in with a massive Salesforce customization from Changi to maintain their leading status in the affiliate and lead generation business**

## Testimonials

### Catena Media

Founded in 2012 in Malta by two childhood friends, Catena Media is one of the primary providers of high quality online leads in the world's iGaming and Finance sectors. In just 6 years, the group went from a couple of people in a room in Malta to around 300 employees spread out among other offices in the US, Australia, Japan, Serbia, UK, and Sweden, boasting record breaking retention rates of more than 5 million users per month, and a record growth in revenue of 69% in the year 2017. Today, Catena Media has completed 10 major acquisitions, including a player complaints resolution website, and an online casino comparison website, and a sports statistics and betting tips website.

Catena Media was the first to ride the wave of marketing and sales lead generation in iGaming, recognizing early on that such a service will be heavily relied on in this digital age. However, the booming startup has set its eyes on bigger fish. "We aim to be the world's number one provider of high value online leads in every industry we compete in," says Josh Jones, the Sales Performance Manager at Catena Media. "We've already conquered the iGaming industry, but we want to transform any industry we're in through the power of choice, then move to another to become the leaders in that one, as well. Right now, we're working to conquer the Finance vertical."

### Changing the Rules

Overnight, Catena Media went from a basement startup to a global organization, with huge aspirations and an accelerated timeline for achieving its goals. They received around 5 million users monthly and dealt with hundreds of operators. However, up until that point, the company was still heavily reliant on spreadsheets and Google docs in order to store its data. And that, to say the least, was becoming a problem.

One of Catena's pillar values is delivering building and delivery outstanding service, whether to its operators or its online users. "This is really key to our success. When working with operators that really drive value, it is crucial to build interpersonal, long lasting relationships," confirms Jones. "But that's quite hard to do when you have no way of keeping track of everything in a structured way, and not knowing what stage in the lifecycle they're at." Additionally, the company needed to gain a deeper understanding regarding its online users' behavioral patterns and preferences. That would allow it to promote to them relevant

*"Changi are very professional, and extremely helpful. The biggest plus in working with them is that they always have time for us no matter how busy they are. We really feel like a valuable customer, and like they're putting everything on the side just to deal with us, which is fantastic!"*

**- Josh Jones,  
Sales Performance Manager,  
Catena Media**

services, as well as deliver impeccable customer service. That would also ensure that operators only received the highest quality leads.

"In no way can we really build those outstanding relationships with the huge numbers we deal with." Clearly, at the pace Catena was growing, its system was quickly growing less and less sustainable and scalable for the magnitude of its operations. And so the answer was simple.

Catena needed a CRM system to help them enforce best practices and get more organized. "Our next step was to become more insight driven. We needed a platform to gather all our insights, data, decisions, sales processes, and more."

## **Ace in the Hole: Salesforce CRM from Changi**

Now, Catena needed to choose the proper CRM to best accommodate its growth pains. And when a company aims to become the number one in its field, it settles for nothing less than the number one solution in the market. "We did our research. We read lots of reports about the biggest players in the [CRM] market, the most trusted brands, and those with the strongest reputation. We saw that Salesforce was the biggest growing out there and, from the start, that gave us a strong indication that this was the solution to consider," Jones explains. "Also, the level of flexibility that Salesforce offered was a major deciding factor."

Once Catena decided on Salesforce, it was a short road from there to choose a Salesforce provider to help them with their integration. As Jones put it, "Changi were Salesforce's most recommended gold partners."

## **Cutting Luck, Adding Intention**

Understandably, Catena had a few reservations regarding the major shift in operational flow that would result from adopting a CRM. Account managers were used to quickly editing their excel files and getting their tasks done. So wouldn't a new system like a CRM slow them down? And weren't CRMs inflexible, anyways? Also, what if a CRM wasn't cut out for their business, after all? "There were some definite worries around that," Jones discloses. However, Catena's employees were pleasantly surprised. "The system was very easy to use! Changi delivered everything we asked for, the way we asked it."

Catena's complete Salesforce CRM customization and implementation was completed in 8 months, despite the challenging scope. The system integration involved setting up several API calls, to bring information from Catena private's database in Salesforce and vice versa. Changi worked closely with the company's IT team during the project timeline, preparing the system's

mechanism, then conducting extensive tests across different phases to ensure exemplary delivery. Also, among the vital customization that Changi developed for Catena was a custom Lightning component that assisted the sales team in booking orders.

Eight months later, Changi took the CRM live. The delivery process involved a 2-day on-site training for Catena's sales team in Malta. "The onboarding process was really easy and the team was very excited about using Salesforce," says Jones. Additionally, Changi offered continuous support even afterwards, by giving several scattered informal sessions and video calls when requested, in order to ease Catena into this major transition. "Those sessions definitely helped us deal with a few problems we had after implementation, though [the problems] were nowhere as bad as we had expected.



## Raising the Stakes on Leads

Changi's customization and integration of Salesforce for Catena did more than just simplify their processes. The new system eliminated the risk of any security breach, which was a threat Catena had to live with when using spreadsheets to store data. The sales team's booking processes and order placements were also immensely simplified. But most importantly, customer service has skyrocketed. From a survey of its top 30 clients, Catena's account managers have received an overall satisfaction score of 10 over 10. "Using Salesforce to keep track of our client interactions, and to help store deals and affiliate account information has obviously played a large part here."

"The fact that we now have both control and visibility across the global organization gives us peace of mind," says Jones. "We can easily see the history we have with our clients and operators, which enables us to stay on top of the conversation and on track of our relationships with them."

Finally, here are Josh Jones' two cents on achieving a successful implementation. "It all starts with the requirements. The process is a lot easier if you're clear about what you want. Also, make sure you get the right people on board from the very beginning. Everything would be a lot straightforward then."

*"They care. Changi will give you the time a project needs. They take the time to understand what your needs and requirements are. It's not the case of implementing an out-of-the-box solution. They think up innovative ways of customizing Salesforce for your business. And they don't ask you to change your business, saying 'this is how you use it', but they customize it for you instead."*

**- Josh Jones,  
Sales Performance Manager,  
Catena Media**



Changi Consulting, LLC is a customer centric consulting firm and the biggest Salesforce Gold Partner in the MENA region. We build and deliver cloud-based solutions focused on helping you accelerate, automate, and optimize your operations.

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