

SFE Fast-Tracks Livefyre to International Dominance & Acquisition



Sales Force Europe team launches Livefyre in three continents and achieves 40% of global revenue.



Reasons Why Livefyre engaged SFE's Sales Services

- **Fast Ramp-up** — 4 weeks to sign and fully train team; 3 months to close first 6-figure deal
- **Pipeline & Buyer contacts** — SFE rep's matched pipeline growth KPIs and close rate of in-house team
- **Flexible Start-up / Wind-down costs** — avoided hefty recruiting fees, HR contracts, long-term leases, and potential separation costs and other unknowns
- **Complete integrated team** – including Regional Management, Sales Execs, SDRs, SEs and Marketing
- **Local Management** – local language, local customs, local contacts

Livefyre's Business

Livefyre powers real-time social content for 600+ of the world's largest brands including CBS, Cisco, Cox Media Group, Craftsman, Dow Jones/WSJ, Intel, Mashable, Microsoft PS4, Motorola, NASCAR, SnapApp, and Universal Music Group. Livefyre's technology consolidates all the social media conversations about each brand and brings them back to the brand's own web site – boosting website traffic, increasing user engagement, and driving up revenue.

Within four years of the company founding, Livefyre was ranked the #5 largest online network, according to Quantcast, and had raised millions in venture capital. Like many VC-backed technology startups, Livefyre felt the pressure to expand their brand globally and establish dominance in target countries—before competitors would have a chance to establish a strong footing.

Livefyre's founders also wanted to show how easily international regions and revenue could scale in order to boost valuation for future funding rounds, and position the company attractively for potential acquisition.

Livefyre Chooses SFE for international Sales

Livefyre initially engaged a team of two SFE Account Executives, set up offices in London, and closed regional deals. Livefyre quickly realized that expanding sales into “Europe” actually meant establishing a sales presence not only in the UK, but also in France, Germany, Italy,

Spain, Benelux, and other regions.

Livefyre was able to manage their up-front costs and lower their risk and HR headaches by expanding the collaboration with Sales Force Europe to deliver an experienced, pan-European team. SFE's sales professionals were already loca-

ted in-country in 20+ regions, speaking the native languages, with existing buyer contacts within large enterprises throughout Europe. As a result, Livefyre was able to place sales rep's in optimal countries to cover the whole European region and begin selling within weeks.



We were tasked to rapidly expand our global footprint in a highly competitive space and without the SFE in territory team.

We would not have been able to hit the ground running with relevant local resources nearly as fast had we used the traditional recruitment mode ””

Scott Sorochak
Livefyre SVP Global Sales

Adobe Acquires Livefyre



SFE's sales team started in May of 2013, closed their first \$300K deal within 90 days, and quickly built a significant pipeline. By year-end, SFE's team had already closed \$1.6 Million in new business and the quick success overseas helped Livefyre raise an

additional \$32 million in VC funding.

In 2014 Livefyre tasked SFE to expand sales into Australia and Latam also. By 2015 Livefyre's international team consisted of 10 SFE sales professionals and

support staff who were as much their team as if they had hired them directly.

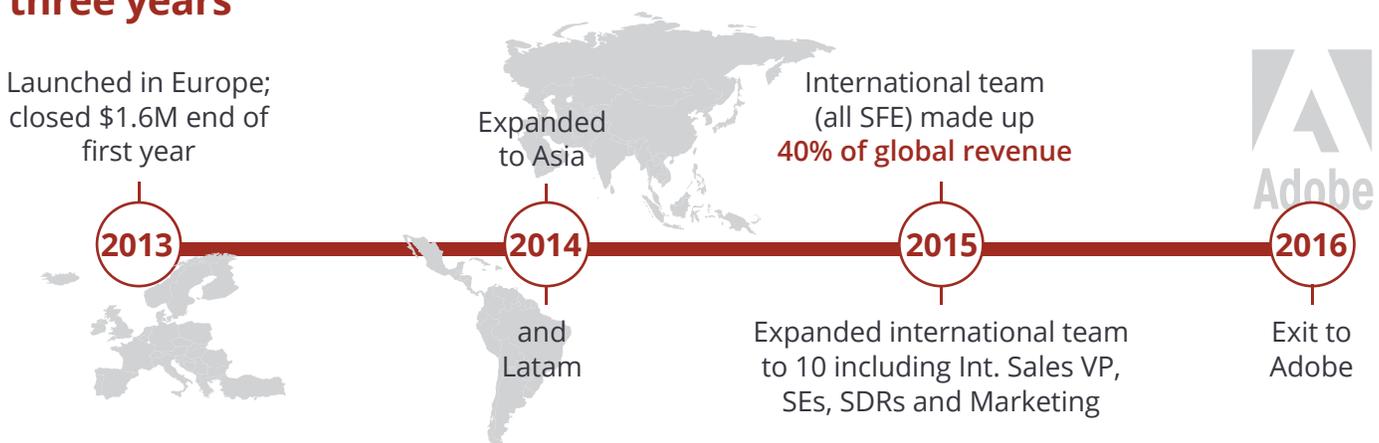
By 2016, the SFE international team was contributing 40% to Livefyre's entire sales volume, and later that year Adobe acquired Livefyre and hired all the key members of the SFE team.



SFE-Livefyre team hit the ground running and adapted well to the Adobe culture ”

Victoria Shaw
Adobe

SFE launches Livefyre in three continents and leads them to exit in three years



Would You Like to See International Results Like These?

Please contact SFE today to discuss how we can work with you