

— • CLIENT SUCCESS STORY

EisnerAmper Elevates Its Marketing and Business Development with Industry Intelligence



“ Vertical IQ gave us every resource we needed to get our team educated on using their platform and showing them the value – showing them that it’s definitely worth their time. ”

— • KRISTEN LEWIS

Managing Director of Industry Marketing
EisnerAmper

EisnerAmper, one of the largest accounting, tax, and business advisory firms in the U.S., serves a diverse client base across various industries and geographies. Recognizing the importance of industry specialization, the firm sought to equip its team members with industry-focused insights to enhance client engagement and drive growth.

As the firm experienced rapid expansion through both organic growth and acquisitions, it became crucial to formalize and support a more intentional, industry-focused go-to-market strategy across its highly matrixed organization. Kristen Lewis, managing director of industry marketing at EisnerAmper, aimed to find a resource that would quickly immerse industry specialists in their sectors and help them communicate more effectively with clients. This led them to Industry Intelligence from Vertical IQ.



THE CHALLENGE

EisnerAmper's rapid scaling presented several challenges for its marketing and business development teams:

Inefficient research: Associates spent considerable time gathering reliable industry insights from disparate and often inefficient sources like Google searches, industry association websites, and economic development databases. This manual process was inconsistent and time-consuming.

Stretched resources: Marketing and business development teams were spread thin, managing multiple sectors and priorities with limited time and inconsistent access to quality insights.

Lack of structure in specialization: The firm's approach to industry specialization across its many service lines, industries, and geographies lacked a cohesive structure and scalability.

EisnerAmper needed to formalize its go-to-market industry approach and establish an infrastructure to support both client outreach and team development. They required a fast, reliable, comprehensive, cost-effective, and scalable knowledge base for market planning, prospect meetings, and client touchpoints. **There was just one solution that checked all of those boxes.**

THE SOLUTION

After evaluating several industry insights tools, EisnerAmper selected Vertical IQ as a central resource to streamline research and empower its professionals with relevant insights. Vertical IQ stood out due to its:

User-friendly interface: The Vertical IQ platform's intuitive design made it easy for a wide range of professionals – from marketing and sales to audit, advisory, and tax – to navigate and utilize.

Breadth of industry coverage: Vertical IQ offered comprehensive industry coverage relevant to EisnerAmper's many practice areas and geographic markets.

Cost-effectiveness: The tool's affordability made firm-wide deployment feasible.

Trusted reputation: Kristen Lewis' prior positive experience with Vertical IQ's predecessor product and familiarity with its founders instilled confidence.

Vertical IQ provided easy access to timely, curated Industry Intelligence, eliminating the inefficiencies of manual research. It offered a combination of economic overviews, industry data, and sector-specific updates, enabling Lewis' team to deliver high-quality insights quickly and confidently. The platform also served as a single, trusted solution for EisnerAmper's diverse industry research needs, eliminating the need for multiple databases across different go-to-market groups.

RESULT

EisnerAmper's investment in Vertical IQ has yielded significant positive outcomes across various facets of its operations:

Streamlined research and enhanced efficiency:

Kristen Lewis notes, "We needed information that we could get on demand ... that we could set up alerts for monthly or quarterly updates. ... And we needed something that's easy, because if it's hard to use, it's not a useful tool." Vertical IQ dramatically streamlined the firm's research process, allowing EisnerAmper to obtain reliable information quickly, saving countless hours.

Fueling strategic marketing and thought leadership:

The Vertical IQ platform became an indispensable tool for marketing planning and content creation. It enabled the development of tailored newsletters, client-facing resources, whitepapers, and eBooks. It also inspired timely blog posts, podcasts, and video topics, ensuring marketing efforts were relevant and impactful. For instance, Vertical IQ was used to inform a cybersecurity eBook for real estate as well as AI-focused videos, helping subject matter experts speak intelligently about specific industries. Lewis emphasizes, "Whether building an article pipeline or coaching a subject matter expert through a new topic, Vertical IQ delivers the clarity and context we need to execute effectively."

Accelerated business development and

sales conversations: Vertical IQ became deeply embedded in EisnerAmper's sales enablement process. It equipped sales professionals with deep knowledge of target industries. Lewis highlights, "Vertical IQ helps differentiate EisnerAmper from our competitors by grounding proposals in data and insight rather than just credentials." The tool's industry benchmarking capabilities proved powerful for onboarding and renewals as well, facilitating valuable conversations with clients about improvement opportunities. The platform also increased confidence for team members entering new or unfamiliar industries, leading to deeper discovery and stronger client relationships.

Successful firm-wide adoption: The intuitive design of Vertical IQ and the proactive support from the Vertical IQ team ensured smooth firm-wide adoption. Flexible training options, including live demos and team-specific walk-throughs, facilitated widespread engagement. Vertical IQ actively helped EisnerAmper build internal champions and ensured ongoing utilization across diverse service lines. Lewis states, "Vertical IQ gave us every resource we needed to get our team educated on using their platform and showing them the value – showing them that it's definitely worth their time."

“Whether building an article pipeline or coaching a subject matter expert through a new topic, Vertical IQ delivers the clarity and context we need to execute effectively.”

• KRISTEN LEWIS

Managing Director of Industry Marketing
EisnerAmper

“ We needed information that we could get on demand... that we could set up alerts for monthly or quarterly updates... And we needed something that’s easy, because if it’s hard to use, it’s not a useful tool. ”

• KRISTEN LEWIS

Managing Director of Industry Marketing
EisnerAmper

• CONCLUSION

EisnerAmper’s adoption of Vertical IQ has been a transformative investment, significantly enhancing its marketing, business development, and commitment to industry specialization. Vertical IQ has provided the firm with the necessary infrastructure, education, and rapid insights to save time and “look smart faster.”

By providing a consistent, reliable, and scalable source of Industry Intelligence, Vertical IQ has empowered EisnerAmper’s professionals to engage clients more effectively, drive growth, and uphold their promise of delivering value-driven, specialized service.

The partnership has truly paid dividends, reinforcing EisnerAmper’s position as a leader in the accounting, tax, and business advisory sectors. •



OUR SUCCESSES ARE ALWAYS
CO-AUTHORED WITH OUR CUSTOMERS.

TO LEARN MORE ABOUT HOW
VERTICAL IQ CAN GIVE YOUR TEAM
AN EDGE, CONTACT US AT 919.787.4600
OR INFO@VERTICALIQ.COM.

