

PDL x Docker

TARGETING YOUR TAM

How Docker unlocked an additional
\$2M in revenue in less than **3 months**



docker.

Gain visibility into department headcounts in order to understand product demand and create sales opportunities.

EXECUTIVE SUMMARY

Docker is a market leader in developer software and the most loved developer tool in the world. With a combined SaaS and on-premises offering, Docker's Product teams struggled with understanding customer usage and identifying the actual market potential across business units.

Docker's RevOps team approached PDL with a specific data need: engineering department headcounts within their customer accounts.

Together, Docker and PDL built a quick proof-of-concept to integrate PDL's department headcount data into their CRM and internal database. Using this data, Docker evaluated their customer adoption – surfacing customers who were underutilizing their products.

Three months later, Docker had driven over \$2M in new revenue from more than 60 upsell opportunities.



60+

NEW BUSINESS
OPPORTUNITIES



2000%

OF INITIAL
ROI TARGET



\$2M

IN QUARTERLY
UPSELL REVENUE

THE CHALLENGE

Docker was looking for a way to continue scaling their business while proactively responding to a volatile technology market. Docker's products are widely used among software developers at most companies, but this usage is often hard for business leaders to track since engineers can self-sign up for the product and use it themselves.

Despite their high user adoption rates, Docker struggled to gain visibility into product usage across their individual customer accounts

Docker needed an accurate and scalable way to identify accounts with potential for high usage, which they hypothesized could be determined by looking at engineering department headcounts within an organization.

Using this data, Docker hoped to better allocate their internal resources towards engaging with and selling to their strongest user bases. Docker's RevOps team began an exhaustive search to find suitable data provider for this data point. They struggled to find a data provider who could deliver this attribute in a consumable way. Most B2B data providers could provide the number of engineers at a company, but not as a single value imported into a CRM.

THE SOLUTION

People Data Labs was the single provider Docker found to supply this data with strong fill rates and coverage. Docker immediately identified the data point of interest within PDL's dataset by looking through their public documentation.

In less than a week, Docker onboarded themselves using PDL's self-serve API and conducted a preliminary firsthand evaluation of the data. Confident that PDL had the data fields needed to support their use case, Docker reached out to explore a deeper partnership.

"Our engineers consistently praise the ease of integration, high quality documentation, and developer-friendliness of your product. Compared to the other solutions on the market, it was the smoothest and most effortless experience we had."



Kendra Pink

Director, Business Systems & Revenue Enablement

PDL and Docker built a proof-of-concept to assess the ROI of PDL's data by integrating it into their CRM and internal database. Docker's goal was to test this new data on a small scale of several hundred companies from their CRM to see if it could help them identify and engage with high-value customer accounts. Given the limited scope of this test, Docker's target goal was to generate an additional \$100k in revenue over the course of three months.

THE RESULTS

During the POC, Docker generated more than 60 net-new opportunities comprising \$2M in upsells from the accounts enriched with PDL's data, far exceeding their initial expectations.

These results validated Docker's hypothesis of using engineering headcount to identify their power users, and allowed Docker to better identify and engage with their strongest user bases.

The insights provided by PDL's data help Docker create better pipeline visibility, forecast where their total addressable market is heading, and efficiently allocate internal resources to meet their customers where they are.

“People Data Labs has allowed us to bridge the gap between our customers' understanding of their product usage and their actual product usage.”



Kendra Pink

Director, Business Systems & Revenue Enablement

For Docker, working with PDL extends beyond a transactional data purchase. Docker is actively working with PDL as a design partner to help drive PDL's roadmap and bring the next generation of data products and services to market, including a SFDC integration.

"As a company, we prioritize long-term partnerships, and our collaboration with PDL reflects that focus. We are impressed by PDL's roadmap and their dedication to continuous improvement, which aligns perfectly with our own data-driven and developer-obsessed approach."



Kendra Pink

Director, Business Systems & Revenue Enablement

REVENUE OPERATIONS

RevOps teams use PDL to build efficient and scalable revenue processes, target their addressable markets more efficiently, and drive customer adoption through actionable sales intelligence.

For enterprises like Docker, Revenue Operations teams play a central role in the success and continued growth of the organization by building revenue predictability, surfacing hot leads, and saving time for go-to-market teams. As a data-first organization, PDL is focused on engineering the world's best datasets to help teams across the enterprise utilize data without the barriers of sourcing, cleaning, and hosting it.

GET STARTED TODAY

[Talk to a Data Expert](#) or [sign up for a free API Key](#) to see why PDL is the data partner trusted by RevOps teams at leading organizations.