

ONE STORY MANY CHANNELS

**One clear product story.
Many GTM channels.
No rewrites.**



The **Messaging Ladder** helps you scale your message across the funnel—from homepage to paid ads—without breaking the story or reinventing the wheel.

A graphic of a ladder with two vertical white rails and six horizontal yellow rungs, positioned on the left side of the page. The rungs are aligned with the five content sections on the right.

NARRATIVE CORE

"We help SaaS companies eliminate data silos and deliver personalized experiences—by giving every team access to a real-time, unified view of their customers."

MESSAGING PILLARS

- Unified data, unified experience
- Real-time campaign agility
- Built for marketing, not engineering

PERSONA HOOKS

- CMO: "Personalize at scale without adding tech debt."
- RevOps: "Centralize your pipeline without new tools."
- Tech: "Plug in fast—no heavy lift."

CHANNEL ASSETS

- Sales deck: "Activate the data you already have."
- Email: "Still stitching together CSVs?"
- Ad: "No-code CDP built for speed."

MICRO MESSAGES

- "Real-time data. Real results."
- "Built for marketers."
- "Personalization starts with clean data."

**Need help building your
own messaging ladder?**

LET'S TALK!



BOOK A MEETING



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