

Prior to joining team.blue in 2018, Hosting Ireland was successfully delivering top line CAGR of 12%.

Post-acquisition, team.blue established a new marketing automation programme driving top line CAGR to 20% and moved Hosting Ireland market share to rival the incumbent market leader.



A well-managed business

Hosting Ireland is a founder-run business that places customer success at the heart of its operation, delivering NPS of 75.

This service focus, plus a long-standing investment in search engine optimisation delivered excellent customer and revenue growth rates before joining team.blue.

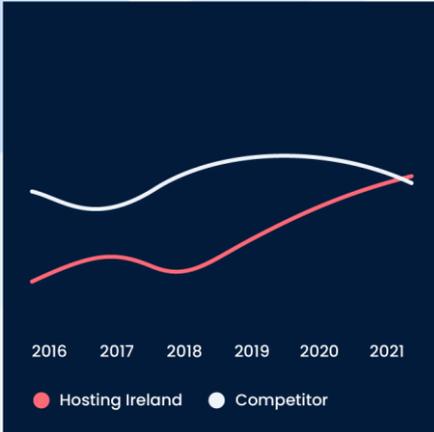
Changing competitor trends and market conditions meant that an opportunity existed for Hosting Ireland to expand brand reach and focus on growth KPI's, supercharging the growth of an already well-managed business.

Marketing potential

Competitor activity had put Hosting Ireland's traditional marketing channels under pressure.

team.blue undertook a series of tests building on existing channels and modelling marketing returns with promotional price elasticity.

Direct marketing investment and promotional marketing experiments quickly demonstrated the potential for Hosting Ireland to challenge the competitive landscape and to drive more volume through both existing and new customer acquisition channels.



Market penetration improvements

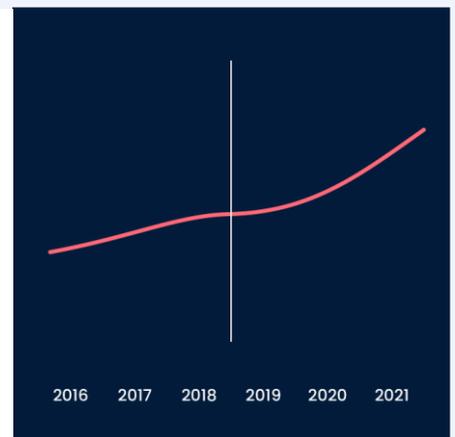
team.blue marketing support drove new customer market penetration.

From a baseline of 10% as Hosting Ireland joined team.blue to 16% in the 12 months post programme implementation and has continued to grow annually up to the value of 26% average market penetration in 2021.

Step change in revenue

The impact of this growth has been a change in top line CAGR from 12% to 20%.

Since Hosting Ireland joined team.blue, revenue has been driven from expanding the customer portfolio, whilst maintaining enviable retention rates that drive stable monthly recurring revenue streams. Customer satisfaction has remained extremely high during the growth period, underpinning high retention rates.



A well-managed business

Hosting Ireland has attained 100% staff retention since joining team.blue in 2018 and the team has grown, attracting new local talent to help manage the growing business. Celebrating the success of both customers and Hosting Ireland is critical to maintaining a motivated and focused workforce.

"Our teams are totally focused on customers, and they are also immensely proud of the success Hosting Ireland has achieved over the last few years."

Will Harrison, Director – Hosting Ireland