

Voxus Makes Clearbit Podcast Famous

Clearbit's Chief Revenue Officer gains exposure in top marketing podcasts



Clearbit

Clearbit is a marketing intelligence solution that helps B2B marketing and revenue teams put their data to work so they can grow faster and smarter. Over 1,500 customers in organizations like Segment, Asana, and Atlassian use Clearbit's data activation platform and APIs to create demand, capture intent, and optimize pipeline. Founded in 2015, Clearbit is backed by Zetta Venture Partners, Battery Ventures, and First Round Capital.

Raising brand awareness with podcast fame

Clearbit is a data activation platform that helps B2B go-to-market teams discover, engage, and convert their most valuable customers. To help raise overall brand and solution awareness, the company wanted to place their Chief Revenue Officer, Kevin Tate, in marketing podcasts. In 2021, Clearbit turned to Voxus to secure high caliber podcast opportunities to inform listeners how they can leverage data and intelligence (including a solution like Clearbit) to better reach their customers.

Leveraging marketing data expertise

Kevin Tate is an expert in marketing data, supercharging the MarTech stack, and operationalizing ideal customer profiles. As Chief Revenue Officer, he helps Clearbit reach B2B companies that are trying to better understand their customers and optimize their digital funnel. He has over 20 years of leadership experience in sales, marketing & product, and deep expertise in enterprise SaaS, eCommerce, digital marketing, social media, and IoT. Voxus drew on Kevin's extensive knowledge to identify topics that would resonate with target podcasts and their audiences.

Putting out podcast feelers

With a complete list of topics in hand, Voxus researched the top podcasts that B2B marketers were listening to and began outreach. The goal was to secure five podcast opportunities for Kevin with 2-3 articles promoting his episodes.

"Have you met Kevin?"

To date, Kevin has appeared in 11 podcast episodes, including: [The B2B Growth Podcast](#), [FINITE: B2B Marketing Podcast](#), [Marketing Trends Podcast](#), [SalesStar Podcast](#), [Demand Gen Visionaries Podcast](#), [The Making Sense of MarTech Podcast](#), [Marketing Millennial Podcast](#), [ProductLed Podcast](#), and three episodes of the [MarTech Podcast](#). In addition, Kevin's SalesStar Podcast episode was promoted in 42 articles across MarTech Series and SalesTech Series.