

HOW CARTO ACCELERATED GTM SUCCESS WITH INDUSTRY AND PERSONA SPECIFIC VALUE STORYTELLING AND SUCCESS STORIES



Industry:

Location Intelligence / Data Analytics



Business Model:

SaaS Geospatial Analytics Platform



Website: <https://carto.com/>

EXECUTIVE SUMMARY

CARTO, a leader in geospatial and AI-powered analytics, was winning technical buyers and proof of concepts, but too many opportunities stalled when business analysts and senior leaders entered the evaluation.

To accelerate growth, CARTO partnered with Genius Drive to build industry-specific value storytelling and customer success stories for Telecommunications, Finance, and Insurance.

By equipping GTM teams with clear, consistent, persona-aligned value content, CARTO elevated customer conversations, reduced stalled deals, and strengthened key customer relationships.

CHALLENGE

CARTO excelled at impressing data analysts with its geospatial capabilities and emerging AI features, however, deals frequently slowed because:

Despite being pioneers in postal-code-level targeting, the team struggled with manual workflows, siloed data, and time-intensive map creation that slowed client reporting and hindered operational efficiency.

Key challenges included:

- GTM teams weren't engaging high enough with business analysts and business leaders.
- Buyers lacked compelling, business-level justification to advance evaluations.
- Too many opportunities ended in "do nothing," with longer sales cycles and smaller ACVs.

“



We had no issue winning over 'technical' buyers, but needed a better way to prove business outcomes to skeptical business analysts and leaders. Genius Drive provided the framework and content we needed to do that.

– LEANDRO RODRIGUEZ,
CHIEF REVENUE OFFICER

RESULTS AND BENEFITS



Elevated GTM conversations

making it easier to engage business leaders and justify investment.



Improved deal momentum

reducing stalled deals and supporting larger ACVs.



Accelerated adoption of value-selling

with clearer, more consistent messaging across all teams.



Strengthened customer relationships

with success stories that customers were proud to promote.

“



Genius Drive helped us drive higher-level customer engagements, accelerate deals and build stronger customer relationships.

– MICHELLE FURMAN,
DIRECTOR OF OPERATIONS

SOLUTION

Genius Drive collaborated with CARTO's product marketing, sales and customer success teams, along with select customers, to deliver a comprehensive value-selling content foundation.

VALUE STORYTELLING FRAMEWORK

Industry and persona-specific value stories using the Genius Drive PIVOT method, helping sellers understand what matters most to data analysts, business analysts and business leaders and articulate outcomes with confidence.

CUSTOMER SUCCESS STORIES

Interviews, analysis and co-development of five marketing-ready success stories to highlight realized business impact and inform the broader value narrative.

VALUE PRESENTATIONS

Persona and industry-specific intro slides to transform early engagements from product demos into value-led, outcome-focused discussions.

DISCOVERY GUIDE

A detailed guide outlining persona-specific discovery questions to diagnose challenges, quantify the cost of "do nothing" and uncover value opportunities.

GEOSPATIAL MATURITY ROADMAP

A capability and maturity model for customer success teams, enabling structured expansion discussions and clearer articulation of next-best actions.

FINANCIAL SERVICES BUSINESS ANALYSTS OVERVIEW

GOAL: PERFORM BETTER ANALYSES FOR THE BUSINESS
Deliver deeper insights into financial services and business line numbers (P&L, customer, operational, marketing, total returns) and business performance.

CHALLENGES

- CAN I EASILY PERFORM AN ANALYSIS WITH USER-FRIENDLY TOOLS?**
Need better, cloud-native tools to analyze market trends, investment risks, and customer behaviors without specialized GIS expertise. Traditional analytics platforms lack seamless geospatial integration, reducing consistency and efficiency.
- CAN I LAYER IN DIFFERENT GEOSPATIAL DATA AND ALIAS BUSINESS METRICS TO GAIN INSIGHTS?**
Struggle to align diverse location-based datasets—such as real estate listings, transaction patterns, and economic indicators—with key financial metrics like credit risk, fraud probability, and marketing performance. Lack of streamlined integration makes generating actionable insights time and complex.
- CAN I EASILY LEVERAGE EMERGING TECHNOLOGY?**
Implementing AI, machine learning, and predictive analytics through GIS systems is costly, slow, and requires specialized skills. Without modern geospatial tools, financial institutions miss opportunities to optimize decision-making and maximize key processes.

DID YOU KNOW ...

- Up to 60% of business analyst time is squandered on manual activities like data wrangling and content switching between tools. (Source: Gartner)
- 76% of respondents say that it's either "Somewhat Difficult," "Difficult," or "Quite Difficult" to find the right software and data to support Spatial Data projects. (State of Data Science Report)
- 58% of Financial Leaders indicate that location data is very important to current business performance, and 5% indicate the importance of location data as a driver of business performance increasing over the next 1 to 5 years. (GSD)

TANGIBLE IMPACTS INCLUDE

- REDUCED ANALYTICAL EFFICIENCY**
Fragmented geospatial and financial data, along with inconsistent, inconsistent datasets, fraud detection, and complex integrations, limit timely, repeat opportunities.
- MISSED REVENUE & GROWTH**
Poor data integration hampers customer insights, customer targeting, and risk reduction, leading to weaker marketing performance and lost competitive advantage.
- HIGHER COSTS & INEFFICIENCIES**
Legacy systems and manual data processing to leverage AI and ensure privacy policies are maintained. (Gartner)

TOKIO MARINE HIGHLAND (TMH) ELEVATES FLOOD INSURANCE OPERATIONS WITH CARTO

CASE STUDY

Company: Tokio Marine Highland
Industry: Insurance
Location: United States

Company Overview: Tokio Marine Highland (TMH) is a specialty Managing General Underwriter (MGU) focused on private flood, fine arts and specialty property insurance, and delivering data-driven risk solutions as part of the Tokio Marine Group.

CHALLENGE

TMH faced increasing underwriting complexities due to:

- 80% of major hurricanes rapidly intensifying, driving both stronger wind damage and higher flood risk.¹
- The need for faster and more accurate underwriting decisions to **manage evolving perils**.
- Fragmented and time-consuming workflows where **underwriters manually compiled data** from many internal and external sources to understand trends and make crucial decisions.
- A **lack of real-time visibility** into live storm events, limiting claims planning and response.
- High exposure concentration** within certain geographic regions requiring enhanced portfolio and tail risk management.

To meet these challenges, TMH sought a geospatial intelligence solution that could **empower underwriters, accelerate storm response, and support smarter portfolio decisions** while integrating easily into existing infrastructure and workflows.

1 Nature Communications / JGD4, data

RESULTS AT A GLANCE

- 30% Boost:** Eliminated manual data gathering, saving **time** and unlocking significant productivity gains.
- 90% Faster:** Replaced spreadsheet-based storm analysis with real-time tracking—cutting response time from **1 day to minutes**.
- Reduced risk concentration and improved reinsurance pricing** via H3 hex-based portfolio analysis.
- Empowered TMH** to build a tailored, geospatial application that streamlines underwriting, enhances storm response, and improves risk management with real-time insights.

“ CARTO empowers our underwriters to leverage their deep industry knowledge and experience for strategic decision-making and agent engagement, rather than spending time managing data. **— TRACEY REID, SENIOR VICE PRESIDENT, TMH PRIVATE FLOOD DIVISION**

“ Before CARTO, our underwriters were spending **30%** of their time on underwriting evaluations—compiling and trying to visualize risk data from multiple sources including slosh data, claims data, and burn scar maps. That was valuable time lost on manual steps instead of underwriting decisions. **— TRACEY REID**

“ We needed to accelerate industry-specific value content development. Genius Drive delivered what our sellers and CS teams needed to have better, higher-level engagements. **— DARIA KOLARCZYK, SENIOR MARKETING DIRECTOR**