



Case Study

DATA ACQUISITION

15X
FASTER

THE BACKGROUND

ModeOne Technologies founder, Matthew Rasmussen, is a legal services veteran with over 20 years of experience in eDiscovery and litigation technology. He has worked with prestigious firms and Fortune 500 companies, including O'Melveny & Myers where a pivotal moment with an 800,000-row Excel file led him to realize the need for a smarter mobile phone data collection solution, ultimately inspiring the creation of ModeOne Technologies in 2022.



Leaders In Smartphone Data Discovery

THE CLIENT

ModeOne Technologies

ModeOne Technologies offers one of the industry's first automated, fully remote mobile data acquisition solutions. It utilizes a patented SaaS framework to collect, process, and review digital data from iOS and Android devices quickly and cost-effectively. The Company's innovative approach eliminates the need for physical collection kits or onsite technicians, providing same-day service worldwide.

As a legal tech startup, ModeOne Technologies recognized the need to establish a strong market presence, despite facing minimal competition. To achieve this goal, the company partnered with RPC Strategies in 2022 to create and drive brand awareness and lead generation campaigns.



THE CHALLENGE

The traditional smartphone e-discovery process was inefficient, costly, and slow, often collecting excessive data which led to delays, higher expenses, and privacy concerns. ModeOne's streamlined solution addressed those issues, offering the efficiency and precision that companies and law firms need.

However, being a new startup, ModeOne struggled with brand awareness among its primary target buyers. By enhancing visibility in the legal tech market, ModeOne aimed to establish itself as the preferred solution for smartphone data discovery and generate leads within its target audience.

THE SOLUTION

Brand Awareness. Challenges include limited marketing resources, founder-led branding, and budget constraints. RPC Strategies recommended defining core brand elements, executing thought leadership campaigns, enhancing digital presence, and developing cost-effective event promotions.

We created three buyer personas and a 12-month content strategy leveraging founder and partner expertise. Distribution included three monthly content pieces, multiple weekly social media posts, and monthly email nurturing campaigns.

Lead Generation. After almost a year of brand awareness efforts, the client had extra budget for lead generation. We advised sponsoring an industry event with leadership speaking on an expert panel.

We implemented a comprehensive pre-event marketing campaign using email, social media, and downloadable resources. A post-event survey and sales follow-up process were established to maximize ROI.

The campaign exceeded expectations, increasing the client's database by 25% with qualified leads.

THE RESULTS

- Award-nominated and winning provider
- Recognized market leader
- 25% increase in lead generation

