



HYPERGROWTH with **SmarterCreative**

Find out how scaling creativity can support rapid growth in B2B SaaS

Expanding a business is no small feat, yet there are those who navigate this challenge successfully, achieving what is known as 'hypergrowth'—a consistent annual growth rate of 40% or more.

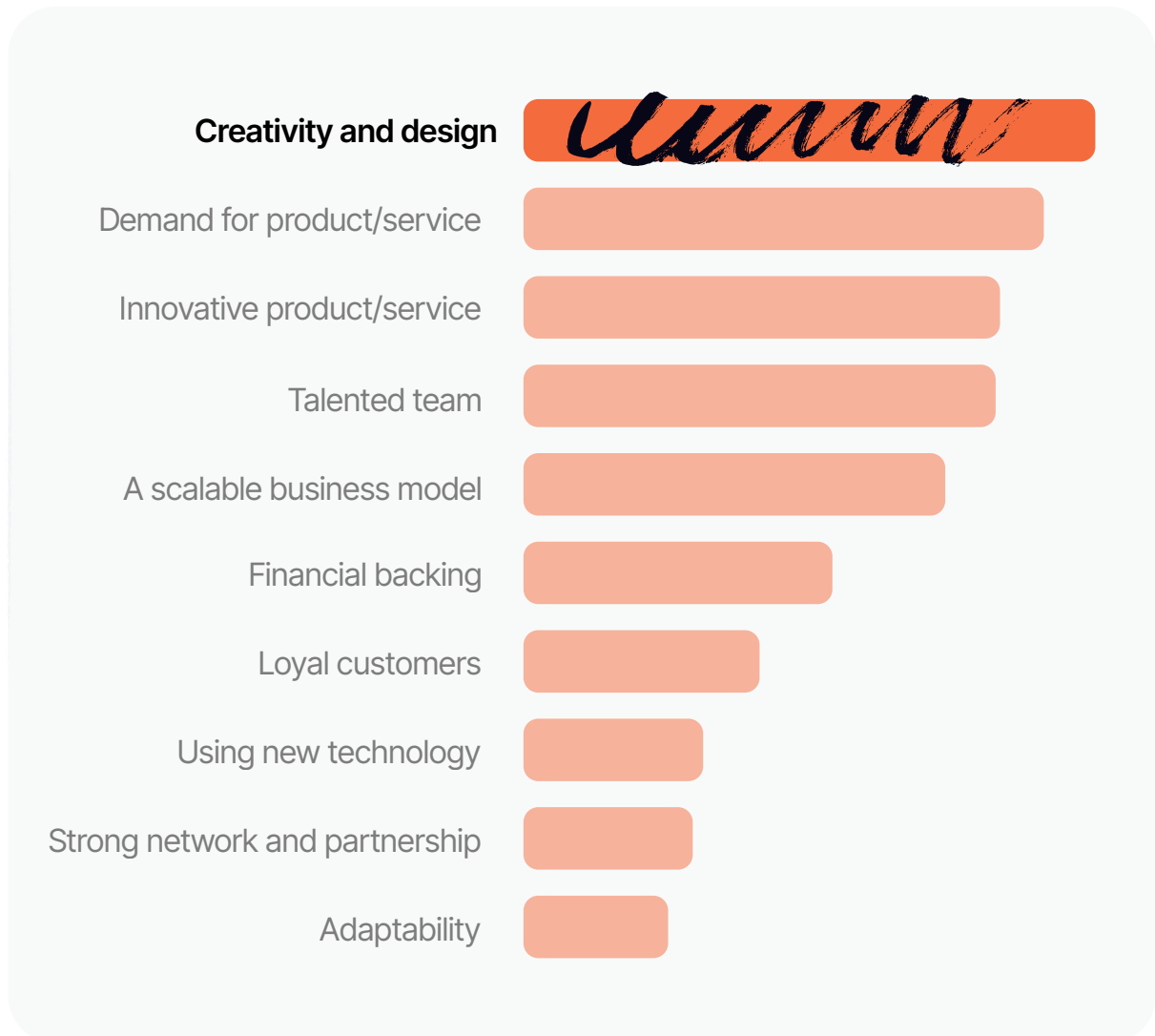
In an era where countless new businesses emerge each year, one might wonder how to ensure that their endeavor doesn't just survive but thrives. A pivotal element in this quest is the art of creative marketing.

Adobe recently engaged in conversations with over a thousand American marketers from companies currently riding the wave of hypergrowth. They delved into discussions about the impact that creativity, design, and marketing have had on their meteoric rise.

Let's unravel the insights they shared.



Supporting rapid growth through creativity and design.



63% of marketers that have seen hypergrowth cite creativity and design as the top factors driving their success.

Nearly 3 in 5 marketers who worked for companies experiencing hypergrowth said keeping up with quality was their biggest design/creative challenge.

Navigating the Path to Hypergrowth with Creativity and Design...

Every company aims not just to survive, but to thrive and expand. Cultivating a culture that celebrates creativity, along with working with adept designers to craft striking, enduring, and adaptable creative output, has proven effective for the marketers. They also recommended utilizing various tools to assess, organize, create, and plan out content, ensuring that the brand's message is delivered consistently and directly to their audience.

Focusing on groundbreaking marketing strategies and emphasizing creativity and design could significantly enhance your chances of business success—and it might even propel your company into the realm of hypergrowth.

This is where our role becomes pivotal, at Perpetual we have developed **SmarterCreative**, a creative model that supports reliably fast, quality-centric creative to support those companies who are experiencing HyperGrowth.





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