

DocuSign's enhanced European brand presence with a Sifted partnership



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Working with the Sifted team was never a 'one size fits all' approach. I got to know the team really well and they would always ensure the sponsorship was successful. Also Sifted's events were fantastic to attend — exactly how you would expect a top-end startup event to feel.

Objectives

In partnering with Sifted, DocuSign set out to achieve several key objectives:

- **Continue engaging** SMBs as well as startups and scaleups
- **Showcase competitiveness** in a crowded market, positioning the brand as available to all businesses — both small and large
- **Educate the market** on the benefits to using their entire solution, not just as an e-signature provider
- **Build brand awareness**

Solutions

DocuSign chose a partnership with Sifted due to our high-quality curated events hosted across Europe. Both the Sifted Summit and Sifted Sessions aligned with DocuSign's need to position themselves in front of SMEs as trustworthy. The company also recognised a gap in the market for a community of financially-backed SMEs in Europe — which Sifted's events could address.

DocuSign were founding sponsors of Sifted Summit — an event which brought together over 2,000 of Europe's founders, operators, investors and enterprise companies and 60+ sponsors and exhibitors. This provided an ideal platform for DocuSign to directly engage with their target audience.

The Sifted team worked closely with DocuSign to understand their topic of interest, where they could choose a speaker to join a 40-minute panel discussion. For example, the panel explored 'How and who to hire: making remote recruitment work'.

Solutions

Their branding was featured on all venue signage and relevant event communications, establishing their presence throughout the event. DocuSign also had their own exhibition stand, serving as a hub for connecting with potential prospects and showcasing their solutions.

Results

DocuSign's partnership with Sifted has proved successful in establishing their brand presence in Europe.

The translation of Sifted's high-quality content onto the stage placed DocuSign amongst an audience that was already highly engaged, providing a valuable opportunity to connect with their relevant target audience.

Furthermore, the intimate nature of Sifted's events played a pivotal role in both attracting and fostering connections with actively engaged prospects.



About DocuSign

Operates a cloud-based electronic signature platform that helps SMBs, enterprises and individuals collect information, automate data workflows and sign on various devices.

<https://www.docusign.com/en-gb>

Want to partner with Sifted?



We connect brands with the most influential audience in Europe's startup ecosystem, to help you position your business as a thought leader, gain valuable connections and meet your business goals.

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