

# Alida. <sup>2022</sup>ACTIVATE

## SPEAKER SPOTLIGHT



### Bryan Yeager

Senior Market Strategist, Monetization



As a market strategy and customer intelligence leader for more than 13 years, marketing and technology decision-makers have long trusted Bryan's research, insights, and advice to navigate the digital landscape and drive business growth. Bryan and his team at Spotify Advertising have built and launched a community of advertising professionals, helping to bring their needs to the center of product design and go-to-market strategy.

#### Building scalable B2B research processes

In early 2020, Bryan and his team launched the Soundboard Community of advertisers. With over 230M listeners using Spotify's ad-supported version, they wanted to build this targeted community to bring product and marketing teams closer to advertisers to drive customer-centric innovation.

B2B research, in general, is a challenge. Expensive, time-consuming, and variable in quality. With the Soundboard Community, advertisers are able to get a sneak peek at what Spotify is working on and in the process help inform ongoing strategy. This process has helped to humanize interactions with ad partners and bring them into the development process.

Since launching they have run more than 30 activities with the Soundboard Community, helping surface key needs, inform product strategy, and guide go-to-market strategy.

#### Earning and maintaining trust

Spotify as a company, and by extension Bryan's team, have a high bar for data privacy and security and incorporate the principle of trust in everything they do.

This trust goes two ways. Bryan has to maintain trust in the Community by ensuring what happens in the Community stays in the Community. Since he needs Community members to be as honest as possible, members need to trust that their feedback will be used responsibly—in aggregate and pseudonymized.

But also, Bryan needs to ensure he can trust the Community members—that they're the right people in the first place. This helps build trust with internal stakeholders so they have confidence in the insights they're getting.

### BRYAN'S KEYS TO SUCCESS

**Customer Centricity:** Deeply understand customer and market needs to help build better products, quickly attain product-market fit, and drive revenue growth.

**Hypothesis-Driven Research:** The best, most insightful research starts with developing testable hypotheses that can be clearly validated or disproven.

**Actionability:** Insights must be timely and actionable for stakeholders. Survey the people who use your research on actionability and other key metrics.