

Shemash's Collaborative Role in Sana's Revenue Growth

Sana: A Growing AI Company with a Big Mission

Since 2016, Sana has been on a mission to augment human intelligence with AI. Its category-defining product blends the best of enterprise search, learning management, meeting tools, and knowledge management into a single platform.

Sana's latest release, an AI assistant for company knowledge, can search across company apps, provide answers to any question or idea, execute actions based on natural language commands, provide real-time meeting summaries, and more.

As a result, Sana enables teams to work smarter, learn faster, and think bigger than ever before.

A Lean, Green Marketing Team and Aggressive Sales Targets

When growth manager Jenny Luo joined the startup 3.5 years ago, she became one of three marketing employees.

Fresh out of University with an engineering degree, she quickly became responsible for all demand and performance marketing, growth, tech stack, reporting, and field strategy for expansion markets. "It was fast-paced, on-the-job training/ or alternative: it was learn-as-you-go among myself and team members," Jenny recalls.

At the beginning of 2023

An Experienced, Invested Consultant is Hard to Find

Jenny knew she needed someone experienced in B2B SaaS, very tactical and understood startups.

For example, "We needed someone with technical experience with Google who could own the entire account end to end and understand the bigger picture in terms of things like pipeline closed ARR. So we needed someone to optimize the Google account itself and understand the impact of the website and everything contributing to revenue."

She asked a Slack community for growth marketers for a recommendation. Someone suggested she contact Michael Shearer of Shemash.

Shemash Delivers Expert B2B SaaS Marketing Support & Bottom Line Impact

During the initial consultation, Jenny noticed immediately that Michael didn't have a "gig" mindset. Rather, he took great interest in Sana's business and short and long-term goals while demonstrating a deep expertise in digital marketing.

And with over 20 years of experience, he'd been on the B2B SaaS startup journey before. Whether it's tight budgets or big budgets that need smart allocation, Michael has consistently found ways to drive bottom-line results through intelligent, data-driven marketing strategies.

Before they decided to work together, Michael audited Sana's Google account and created a comprehensive 8-week plan that, according to Jenny, "went above and beyond and earned our trust," an effort that sealed her decision to move forward.

Initially, the scope of work was purely paid search. However, a few weeks into the engagement, Jenny expanded the contract to include conversion rate optimization, A/B testing, building dashboards for reporting, and an overall advisory role on tech stack decisions, performance insights, and new channels.

Less than a year later, Jenny says, "Michael's increased several key metrics, such as conversions from Google ads every week, by at least 2x. And we've doubled revenue and hit our targets."

Sana Hired a Consultant and Gained a Team Member

Given Michael's approach and experience, he quickly became embedded in the team, joining standups and all meetings.

He's also become Jenny's sounding board. "Michael recognizes patterns from working with other startups. So, he helps me understand the implications of certain decisions and provides short-term and long-term perspectives. He helps us avoid making mistakes."

Jenny acknowledges the potential downside of working with outside consultants who bill by the hour and work with too many clients at a time. "There's a sense you have to remind them to keep you top of mind and that they aren't as invested because they aren't a company employee."

She's had the opposite experience with Michael. "He truly cares so much about Sana – sometimes I would say he cares even more than I do," Jenny shares with a laugh. "He feels a lot of ownership of the craft and his expertise. And I think it's rare to find a consultant who really cares about doing what's best for the company. We're extremely grateful for that."



Sana is an AI company transforming how organizations learn and access knowledge. Our learning platform and knowledge assistant are trusted by the world's most pioneering companies—from Electrolux and Merck to Alan and Svea Solar. Backed by world-leading investors, including EQT Ventures, Menlo Ventures, NEA, and Workday Ventures, Sana has raised over \$80m to date.



Shemash (shuh-mahsh) provides marketing, digital operations, and technology services with over 20 years of direct experience. It was founded by Michael Shearer, a hard-to-find growth marketer with a solid mix of technical + creative + analytical skill – a sought after combination in today's fast-moving workplace. He's worked in digital for 20+ years – with a deep focus on marketing, technology, analytics, content, operations, and more.