



Stanford eCorner

Persistence and Simplicity

Brett Crosby, *Google Analytics*

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Video URL: <http://ecorner.stanford.edu/videos/1947/Persistence-and-Simplicity>

When Google Analytics' Group Product Marketing Manager Brett Crosby was landing his first big deal, it took three simple clicks of the send key to make the right contact - and a white paper crafted overnight. His point: tenacity and quick response time are the keys to forward motion.



Transcript

The way we really started to succeed as a company, when we first actually started to have something, we focused on Urchin and we started selling. Actually, our first big customer was this thing called Nettetaxi, and I'll show you that a little bit later. Then, it was EarthLink. This was back in '97 or '98 when EarthLink was huge. Everyone thought EarthLink was going to be this huge thing. Their stock price was sky rocketing, and AOL on EarthLink were comparable, and it's funny where things are now, but nevertheless, I got EarthLink by literally typing on their web form, "We have a product we think you should take a look at." I wrote up this great email I thought was really well crafted, put it in the web form, no response. A week later, copied and pasted it back in the web form, no response. My third time I did it, exactly the right guy in the company I needed to talk to emailed me back and said, "Send me a demo and a white paper." That was it. So we didn't have a demo and we didn't have a white paper, but pretty quickly, within a day or two, we did. So then we got it to him and then we set up some meetings and that deal probably took about six months to finally ink.

That was our first really big deal. What it proved is the scalability of the product. They had something like a quarter of a million or so, at the time, customers doing hosting, and we were able to process all those customers within a day.