

Fathom

Bringing Innovation to Water Utilities

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Overview

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Situation

Antenna joined forces with FATHOM, a provider of innovative SaaS offerings for water utilities, to build the company's external messaging, grow brand awareness, strengthen channel partnerships and get in front of potential customers.

Approach

- ✓ Antenna executed a messaging exercise with FATHOM to align on the most impactful way to position the company.
- ✓ Antenna took on social media for FATHOM to drive SEO and brand awareness.
- ✓ To continue growing brand awareness and strengthen channel partnerships, strategic announcements were planned that highlighted the technology and differentiators that would be most relevant to these target audiences.
- ✓ Thought leadership campaigns, case studies and engaging face-to-face with media at key industry events further grew FATHOM's brand awareness.

Results

- ✓ Through face-to-face engagement at events and with enticing announcements, trade media came to see FATHOM as a key player bringing innovation to water utilities.
- ✓ Coverage highlights included: CleanTechnica, GreenBiz, Environmental Leader, Environmental Protection, Water Online, WaterWorld, Water Finance & Management, Water Technology, Global Water Intelligence, Water Canada, Water & Wastes Digest, Metering & Smart Energy International.
- ✓ Additional thought leadership or broader company highlights included: The Hill, CNBC, Computerworld, RCR Wireless News.

FATHOM™

About

FATHOM is an integrated suite of advanced technology products made to transform your utility's data into a single view, containing the knowledge you need to ultimately increase revenue and decrease costs. Fathom created a means of integrating the various disparate software, databases, business practices, and equipment used in a utility today in order to provide better data and better information.

[HTTPS://WWW.GWFATHOM.COM/](https://www.gwfathom.com/)

The Antenna Ecosystem

CLEANTECH

Sector

WATER

Main Service Performed

BRANDING & STRATEGY

Other Services

MESSAGING

COMMUNICATIONS STRATEGY

PUBLIC RELATIONS

MEDIA RELATIONS

THOUGHT LEADERSHIP