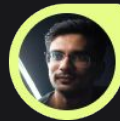
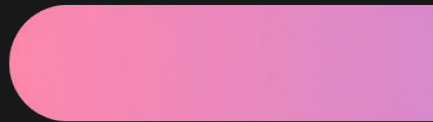
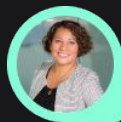


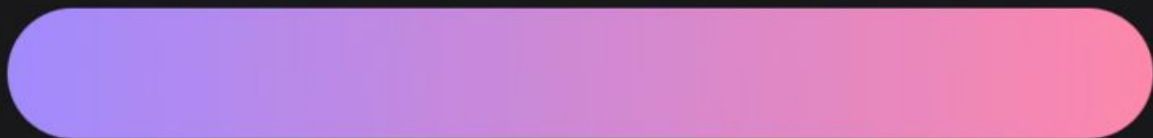
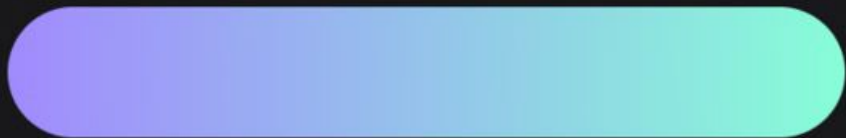


Zapnito x Xapien

Scaling Customer-Led Growth Through an Expert Community



xapien^{AI}



To support its rapid expansion into new markets, Xapien launched an expert community designed to bring customers and industry specialists together in one collaborative space. The initiative has become a cornerstone of their go-to-market strategy – transforming how the company builds relationships, gathers insights, and drives sustainable growth.

Key highlights

- Community-powered approach to customer engagement and retention
- Sector-specific spaces tailored to corporates, philanthropy, legal, and financial services
- Unified effort across marketing, sales, and customer success teams

The Community Challenge

After securing Series A funding, Xapien set its sights on scaling into new industries, including corporates and financial services. But growth wasn't just about acquiring customers - it was about building deeper relationships and establishing Xapien as a trusted partner in each market.

Xapien's goals were clear: Strengthen customer loyalty and trust through peer connections, create a direct feedback loop between customers and product teams, and establish a foundation for community-led thought leadership.

Scaling new industries

Expanded focus beyond core markets to include corporates and financial services sectors

Customer-centric growth

Focused on creating peer networks, fostering two-way communication with product teams, and empowering community-driven thought leadership

The Zapnito Solution

By partnering with Zapnito, Xapien launched Xapien Xchange - a digital community where customers and industry specialists connect to share insights, exchange best practices, and directly shape the company's go-to-market strategy.

Dedicated Sector Spaces

Tailored rooms for philanthropy, legal, etc audiences

Insight and Knowledge Sharing

Empowers members to exchange ideas, discuss emerging trends, and share practical best practices relevant to their sectors

Customer-Led Innovation

Provides a direct feedback loop that allows Xapien's product and go-to-market teams to refine offerings based on genuine customer insight

Building Thought Leadership

A trusted voice within emerging markets by nurturing peer-to-peer dialogue and expert-led content

Results

300+

Active Membership
within six months of
launch



+40%

Increase in Member's
Return Rate since
launch

4x

Growth in Active
Contributors since
launch



Why Zapnito?

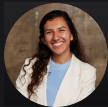
With Zapnito, Xapien were able to quickly design and launch a community experience that reflected their brand and values - one that blended learning, collaboration, and open conversation in equal measure.

Xapien Xchange was launched to offer a space for customers to connect, collaborate, and help shape the future of due diligence, uncompromised.



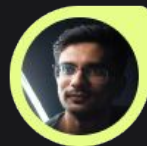


We wanted more than a platform. We wanted a partner who understood what community success really looks like. Zapnito felt invested in our goals from day one.



Natalia Rivas

Marketing Manager, Xapien



Thank you

Find out more at <https://zapnito.com>