

CASE STUDY

Datadog expanded demand generation across Vietnam's engineering community through an observability campaign with DevOps VietNam



DATADOG

700+

registrations

900+

live attendees / replay views

134

technical questions

112

responses

91

opted in for direct follow-up

Datadog is one of the world's leading platforms for observability and cloud security, trusted by global enterprises to operate complex, large-scale, and security-sensitive technology environments. With more than 32,700 customers, adoption across 48% of the Fortune 500, over 4,300 customers spending more than USD 100,000 annually, and more than 600 customers spending over USD 1 million annually, Datadog has established itself as a strategic platform for enterprise technology teams.

By unifying data across infrastructure, applications, operations, user experience, and security, Datadog helps organizations monitor performance, detect incidents faster, and protect digital operations more comprehensively.

CHALLENGE

The challenge was not awareness, but earning the right kind of attention

Datadog already had strong global credibility in observability. But within engineering communities, interest is not created by brand reputation or product messaging alone. The topic had to connect with problems that matter in engineers' day-to-day work, so they would actively listen, ask questions, and want to explore further.

DevOps and SRE teams in Vietnam care about highly practical issues: detecting incidents faster, tracing failures in distributed systems, connecting metrics, logs, and traces, defining SLOs, and controlling cost as operational data continues to grow.

If the program leaned too heavily into product promotion, attendees could see it as a sales session. If the content was too generic, it might attract viewers but struggle to build credibility or sustain the interest of experienced technical audiences.

DevOps VietNam's role was to connect Datadog's observability narrative with the real operational challenges of engineering teams in Vietnam, so the campaign could do more than create awareness. It also needed to build credibility, capture questions and feedback, and identify demand signals from people who were likely to continue the conversation after the program.

SOLUTIONS

Building a journey from awareness to qualified demand

DevOps VietNam did not treat the program as a standalone webinar. Instead, it designed a campaign to reach technical audiences in Vietnam, covering message positioning, content development, targeted distribution, webinar operations, engagement capture, and post-program data consolidation for follow-up actions.

Having built and developed the DevOps community in Vietnam over many years, DevOps VietNam gave Datadog an advantage in trust, market context, and access to the technical audiences most relevant to observability.

1. Position observability around real operational challenges

DevOps VietNam refined how observability was communicated so the program would not feel like a product introduction. Instead, the content was framed around familiar DevOps and SRE challenges such as troubleshooting, distributed systems, metrics, logs, traces, SLOs, and cost optimization.

This helped Datadog show up as a source of technical perspective, not just as a vendor talking about its own product.

2. Develop content for each stage of the campaign

DevOps VietNam developed messaging that helped attendees see the direct connection between observability, operational effectiveness, and the need to evaluate solutions in real enterprise environments.

The content highlighted value points such as real-world case studies, expert insights, Q&A with specialists, Datadog resources, and opportunities for one-on-one follow-up after the program.

3. Distribute to the right technical audiences

The program was distributed through DevOps VietNam's community and technical media channels, with a focus on audiences directly relevant to DevOps, SRE, Platform Engineering, Cloud, Infrastructure, Backend, and system operations.

The goal was not reach at all costs. It was to reach the right people — those likely to care about the topic, influence technical evaluation, or participate in the selection process for observability solutions

4. Run the webinar as a demand-signal channel

During the webinar, attendees were encouraged to submit questions to the speakers and provide feedback after the program. This turned the webinar from a one-way livestream into a channel for capturing real problems from the engineering community.

After the program, DevOps VietNam consolidated data from registrations, views, questions, feedback, one-on-one follow-up interest, and topic-level engagement. This helped Datadog better understand what attendees cared about and which groups were worth engaging further.

DevOps VietNam also continued working with Datadog to curate and consolidate notable questions into the [Observability with Datadog: Follow-up Q&A](#) resource. This helped sustain engagement after the webinar, deepen community understanding of observability, and place Datadog-related use cases into a more practical context.

RESULTS

Technical engagement that created business value

The program delivered more than a well-attended webinar. More importantly, Datadog gained data to understand the market, identify genuine interest, and continue conversations with people who had a stronger need to learn more after the program.

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people opted in for
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01

potential customer
proactively requested a
connection

From these results, Datadog gained several important forms of value:

- **Reached the right technical audience:** the program attracted DevOps, SRE, Platform Engineering, Cloud, Infrastructure, Backend, and technical leadership audiences in Vietnam.
- **Generated real technical engagement:** questions around AI/LLM observability, distributed tracing, log and trace cost, SLOs, and production troubleshooting showed that attendees cared about concrete operational challenges.
- **Created data for post-program follow-up:** feedback, contact information, and direct follow-up interest helped Datadog identify audiences with stronger potential to explore further.
- **Captured a concrete business signal:** one potential customer proactively asked to be connected with Datadog to evaluate the solution for an upcoming implementation plan.

FEEDBACK FROM DATADOG

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DevOps VietNam supported us quickly and professionally, which made the campaign very successful and delivered results beyond expectations.

Market Development Lead, Datadog

When a global technology brand chooses the right market partner

Working with Datadog demonstrates DevOps VietNam's ability to support global technology companies in running technical go-to-market campaigns in Vietnam.

For specialized products such as observability, cloud, security, developer tools, and AI infrastructure, success does not come from media coverage alone. The message needs to appear in the right community, within the right context, and around the problems engineers actually care about.

The Datadog campaign shows how DevOps VietNam can connect an international technology brand with Vietnam's engineering community through a structured journey: content positioning, relevant distribution, technical program operations, engagement capture, and data consolidation for follow-up actions.

As a technical go-to-market partner, DevOps VietNam helps global technology companies build awareness, create technical engagement, and capture demand signals from the Vietnam market.