



HOW TO

**「CAPTURE
DEMAND」 &**

**ACCELERATE
REVENUE ↗**

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Introduction

Ask any marketer what's important to them, they're likely to say website traffic and MQLs. Ask a sales rep, they'll say closed deals are most critical are the most critical.

What's the common ground both teams have? **Revenue.**

Marketers generate demand to drive revenue. Sales Reps close deals to drive revenue.

If the ultimate goal for both teams is revenue, both need to find new ways to optimize their processes to help generate more sales.

In this ebook, we'll talk about two ways to accelerate revenue generation.

- 1.** Align marketing and sales teams and processes around revenue. They need to be working together as one team - a revenue team.
- 2.** Optimize the ways you capture demand to convert more existing traffic and generate more opportunities.

These components are important but it's not always easy to nail both. When your internal processes are clunky, it has an impact on the ability to move prospects further down the funnel.

So, what's the secret to success? Let's find out.

Align Marketing and Sales around Revenue

In many organizations, marketing and sales form that stereotypical cat vs dog relationship - even though they share a lot in common.

Often, they focus on different data sets, work in different platforms and measure different metrics.

Perhaps the biggest cause of misalignment between both teams is down to mixed goals. Marketing is responsible for generating leads at the top of the funnel and sales is responsible for creating opportunities and closing deals.

The reason behind these different goals is clear:

People tend to focus on the numbers they can directly impact.

But marketing and sales leaders have a job to do. It's your job to promote the bigger picture about how both teams work together to contribute to the bottom line.

Ultimately, everyone should be focused on revenue regardless of whether they have **'revenue'** in their job title.

Revenue needs to be a strategic priority for both marketing and sales in order to remain competitive.

Therefore, a shared revenue goal owned by one **'revenue team'** is key to aligning marketing and sales and generating pipeline.

If the shared revenue goal is the primary metric for both teams, does that mean you throw all other metrics out the window? No it doesn't. But it does mean you should have a set of unified metrics that can be influenced by both marketing and sales efforts. These could be:

**The number
of leads
generated**

**The number of
booked sales
meetings**

**The value
of opportunities
generated**

Whatever the unified metrics are, they should always drive the primary goal:

revenue.

It's important to note that both teams should have a shared understanding of terms associated with the unified metrics.

Everyone needs to agree on what constitutes a lead, a marketing qualified lead and a sales qualified lead, for example. The average deal size and sales cycle length should also be known to both teams as this has an impact on results.

While the unified metrics will be co-owned, marketing team members and sales team members should still have their own metrics but these should be carefully selected so that they drive the unified metrics.

Having this kind of setup ensures you're only measuring the things that truly matter instead of getting lost in endless amounts of data that don't actually make an impact.

For example, **marketers**
are likely to measure:

- **Web traffic**
- **Traffic-to-MQL conversion rate**
- **MQL-to-SQL conversion rate**
(to assess the quality of leads generated)
- **Cost-per-lead**

While **sales**
are likely to measure:

- **Number of calls made**
- **Deal velocity**
- **SQL-to-Opportunity conversion rate**
- **Opportunity-to-close conversion rate**

These metrics should be regularly shared with the whole team (marketing and sales), and all members should be involved in finding new strategies and tactics to drive them.

Ultimately, aligning your marketing and sales team in this way ensures you're all working towards the same goal - **to drive revenue for your business.**

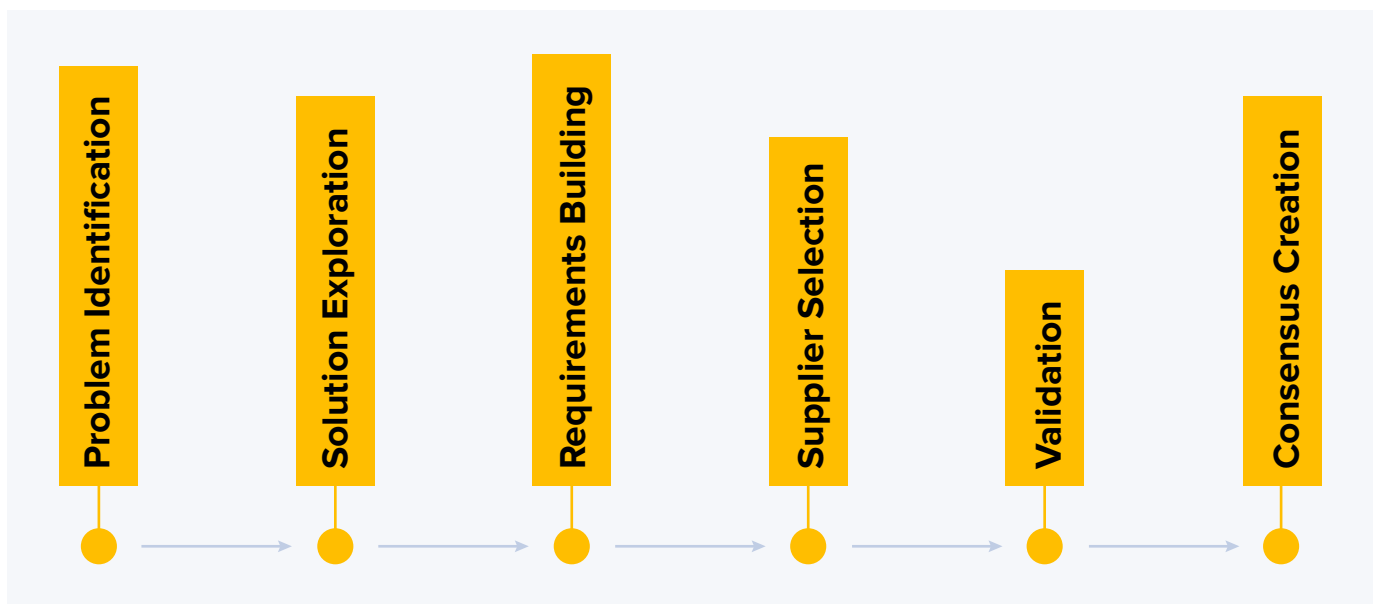
The Anonymous B2B Buyer Journey

To increase opportunities that generate more revenue, you need to make your buyer journey as personal and as genuine as possible.

But that's easier said than done when the buyer journey is so notoriously complex, not to mention highly anonymous.

Today, B2B buyers are defying the traditional sequential progression of buyer stages. They go through the six steps below to successfully make a purchase. However, they often revisit buying tasks that were traditionally executed chronologically.

Where the traditional linear buyer journey once looked like this:



Illustrative B2B Buying Journey

Problem Identification

Solution Exploration

Requirements Building

Supplier Selection

PURCHASE DECISION

CEO Turnover

Executive Presentation and Questions

Budget Approved

Web Search

End-User Input

Exploration of Integration With Existing Systeme

Contact With a Former Colleague

Buying Group Turnover

Budget Cut

Purchasing Rules Override Group Decision

Capital Review Board

Legal Flag

Trends Report Reviewed

Supplier Website Visit

Social Media Conversation

Feasibility Review

Producation Flag

End-User Input

Misalignment on Problem

White Paper Download

Overwhelming Information About the Problem

Misalignment on Solution Scope

Web Search

Online Virtual Demo

Group Diagnostic Deployment

Buying Consultant Discussion

Business Case Date Unavailable

Expert Consultation

LinkedIn Discussion

Buying Group Debates

Supplier's Buying Guide Download

Live Supplier Demos

Buying Group Debate

More Information Needed From Sales Reps

Contract Updates Required

Customer Testimonial Videos Review

Discussion With Customer References

RFP Creation

RFP Response Comparison

Supplier Website Visit

Peer Discussion

Online Content Shared

RFP

Supplier's Buying Guide Download

Live Supplier Demos

Buying Group Debate

Contract Updates Required

Customer Testimonial Videos Review

Discussion With Customer References

Source: Gartner.

Gartner

Source: Gartner.

Gartner®

What's the cause of this shift in how B2B buyers execute their buying 'tasks'?

Two things.

Channels. There have been so many new and developing digital channels added to the marketing mix, it makes it increasingly difficult for marketers to understand in detail where they are generating demand and thus where the revenue is.

Independent research. As the buyer journey is now almost exclusively online and information readily available, it means buyers can research independently, making them anonymous to sales reps. Buyers are no longer spending as much time interacting with Reps, meaning they don't get the opportunity to influence customer decisions as much as they used to.

In fact, research from Gartner finds that B2B buyers spend only 17% of their time meeting with potential suppliers when considering a purchase. If they're comparing multiple suppliers, the time spent with one Sales Rep could be as little as 5%.

For marketers and salespeople, the lack of insight about buyers, who's who in the buying group and where they are in the buying journey makes it difficult to know who to reach out to, when and with what message. It also makes it harder for marketing and sales to provide relevant website content and good customer experiences due to limited transparency.

Ultimately, the complexity of the buying journey and the anonymity of B2B buyers makes it tough for marketers and salespeople to do their job.

To overcome this, you need to find new ways to identify and understand anonymous buyers earlier in their journey, capture demand and create experiences with prospects that invite deeper engagement.

Capture Unidentified Demand From Your Website

The challenge every marketing leader faces is finding a way to scale lead-gen campaigns without sacrificing the quality of those leads. You make constant tradeoffs to balance volume and quality because you can't increase your budget.

Thankfully, there is a way to achieve volume and quality without going over budget. You can do this by capturing **unidentified demand.**

What is unidentified demand?

It's website visitors who are prospects, show buying intent and are a good fit for your business. They just didn't convert via a contact form yet.

A buyer not raising their hand to talk to you shouldn't be ruled out as a prospective buyer.

There could be a number of reasons why they didn't convert. For example, they might be interested in your solution but they need to discuss the potential partnership with all roles in the buying group before reaching out to sales.

Your unidentified website visitors present a fantastic opportunity to capture more qualified leads, in turn increasing revenue.

Your pipeline should be filled with high quality leads. So the first aspect of capturing more of them is understanding what a good quality lead looks like. That's where your ideal customer profile comes in.

How to Define Your Ideal Customer Profile

It's likely you've heard the term 'ideal customer profile' but let's recap on what this means to ensure we're on the same page.



"An Ideal Customer Profile (ICP) is a set of firmographic attributes that represent your organization's most valuable customers."

A company-level ICP should not be confused with buyer personas who represent the individual buyers within the company.

An ICP traditionally comes from the account-based marketing space. It allows you to focus on selling to targeted accounts that fit your organization. When it's done correctly, it helps you identify the high value leads that will become long term customers.

It's important to note that when defining your ICP you should gather various stakeholders within the business to make sure there's alignment on what the perfect customer looks like.

It may seem obvious what an ideal customer is to you but different people in different roles will have different views.

For example, your CFO might say it's someone with a high customer lifetime value.

A Customer Service Rep might say it's someone who employs tech-savvy people who don't need constant technological support.

Marketing and Sales might think the perfect customer is one that has a budget to buy within the next month.

All these perspectives are valid and should be considered when defining your ICP.

To start with, make a list of your top 10 customers as a team.

Now look for similarities.

You can use this list of questions to get started on your ICP:

- How large do the companies tend to be?
- What's the average annual revenue?
- How many people do they employ?
- Do they operate in similar industries?
- What pain points do they have in common?
- Do they have similar goals? (both short and long term)
- Are the companies' buying processes similar?
- Are there any similarities in terms of the tools and services the companies may be currently using?
- What websites, blogs or publications do the employees in these companies tend to read?

By analyzing these similarities and creating a general profile of your best accounts, sales and marketing teams can develop measurable strategies that convert these top buyers and increase revenue potential.

Once you've evaluated the similarities your best customers have, you need to develop a company-fit model to see how well an account aligns with your ICP.

You can use this rating system to prioritize your sales resources and tactics, as well as identify future target companies.

Here's an example of the company-fit model:

 'Dream' company Large software enterprise with 500+ employees in the UK, using Salesforce CRM and who have a dedicated Sales Development Representative team.	 'Nice to have' company Large software enterprise with 200+ employees in Europe, using Salesforce CRM.	 'Won't actively prospect' company Non-European Software companies with under 50+
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This rating system means you're equipped to qualify inbound leads - prospects that have expressed interest in your products and services - to determine how you follow up with them and how they progress in the sales cycle.

It also provides strategic direction and prioritization for your outbound sales team. Those dream companies will become the priority when it comes to prospecting. It also enables your SDRs to use their time wisely.

Use Intent Data to Capture Demand

Intent data can be used to help you drive revenue growth.

For marketers, intent data enables you to gain a deeper insight into your potential buyers' needs which in turn allows you to deliver more targeted customer experiences.

Intent Data Definition

The basic definition of B2B intent data is that it is a collection of information about the behaviour of a particular company.

Intent data can be split into two different types.

Internal intent data or first-party intent data

This type of intent data derives from the activity your company captures directly via its website, marketing automation platform or CRM software. First-party intent data allows you to uncover company information and buying signals based on purchase decision information. This typically includes:

- | | |
|-----------------------|---------------------------------|
| → Company name | → Current technology stack |
| → Industry | → Pages visited on your website |
| → Number of employees | → Number of visits to your site |
| → Revenue | → Session duration |

Intent data can be split into two different types.

External intent data or third-party data

This type of intent data is gathered by publisher networks collected from offsite destinations. Third-party intent data is useful for:

- Tracking articles users read
- Tracking the content they download
- Monitoring the searches they perform

Internal intent data or first-party intent data

This type of intent data derives from the activity your company captures directly via its website, marketing automation platform or CRM software. First-party intent data allows you to uncover buying signals based on purchase decision information. This typically includes:

- Pages visited on your website
- Links they followed
- Session duration

First-party intent data can be used for:

→ **Advanced lead prioritization.** First-party intent data allows you to rank leads into several different tiers based on their activity on site and ICP match. By using intent data in this way, you're able to easily distinguish prospects with the rating system mentioned above as well as understand how much buying intent they have based on which pages they visited on site i.e. product/service page views, pricing page views.

→ **Automatic outreach sequences.** First-party intent data can also help you predict where a prospect will be at a later point in time. This information can then be sent to your CRM or marketing automation system to trigger campaigns.

→ **Campaign performance measurement.** First-party intent data can provide you with performance indicators on the campaigns you're running, enabling you to understand which campaigns are driving engagement and which ones are a waste of resources.

→ **Personalized sales and marketing interactions.** B2B marketers and salespeople can use first-party intent data to discover accounts that are researching topics on your website i.e. your blog. You can use this to create more effective, personalized marketing and sales conversations to drive engagement.

Third-party intent data can be used for:

→ **Targeted advertising.** Third-party intent data provides information B2B marketers can use to improve the accuracy of targeted ad campaigns.

By including intent data into your technology stack, you're solving a long-standing marketing issue - how to reach out to the right prospect at the right time, with the right message.

What's more, intent data enables you to recognise buying indicators before prospects have made themselves known to you. This means you can identify where a prospect is in the buyer journey.

Of course, not all intent data is equal. Certain data will show low buying intent, for example website visitors reading a blog might just be looking for education.

On the other hand, high intent data will show prospects visiting your pricing or product pages. Having a good understanding of this determines how you use intent data for lead scoring.

When you're prioritizing leads to pass onto your sales team, be sure to define what high buying intent looks like.

In the next chapter, we'll show you how to use intent data to identify qualified leads on your website.

This is how we determine high intent at Albacross:

- **Exclude converted** / form inputs (you can do this in Albacross) -

You only want to identify unconverted visitors

Pricing page visits - 1 visit

Product page views

1 visit or more

Session duration

1 minute or more

- **Relevant traffic sources**

(search, adwords, direct, LinkedIn)

- **UTM tags** - Visits that came from your relevant marketing campaigns

**These benchmarks are based on our own conversion rates of unconverted website visitors.*

Why you Need a Demand Acceleration Framework

In the last chapter, we discussed Ideal Customer Profiles and Intent data. Both are powerful by themselves. Used together however, they take capturing demand on your website to a whole new level.

We call the collection of this data demand intelligence.

When you use demand intelligence to analyze the ICP companies on your website, you're able to prioritize those companies.

When you see that they match your ICP and show high buying intent, you're able to narrow that prioritized list of companies even further, giving your sales team the focus they need to qualify leads.

Having this prioritized view is essential, particularly when it comes to following up with prospects.

If the maximum lead response time is 3 hours, following up in a timely manner could be the difference between converting a lead into an opportunity and losing out to a competitor who did get in touch straight away.

Of course, leveraging ICPs and intent data is all well and good when the prospect provides their contact information. But what about those prospects that stay anonymous?

A Demand Acceleration Platform like Albacross, helps you identify the companies visiting your website using IP-to-Company mapping.

Albacross provides the company names of your website visitors and other firmographic data that allows you to identify companies matching your ICP. It also gives you contact details for individuals working at those companies, as well as activity data to signify when those ICPs are showing purchase behaviours.

Having access to demand intelligence enables you to capture the unidentified demand your website is generating much earlier in the buying process. It helps you maximize the revenue potential and pipeline that would not have previously been accessible.

The best part? This framework gives you the opportunity to increase as well as accelerate revenue without spending additional marketing and sales budget. You're simply converting more of the web traffic you're already driving and creating **creating more opportunities to deliver exceptional customer experiences.**

Optimize Lead Handoff Between Marketing and Sales

Gaining intelligence on the unidentified demand your website is generating is great. What shouldn't be overlooked is the process in which you hand off that intelligence to sales. A clunky lead management process can also be the cause of misalignment between marketing and sales.

It's possible you've already got a defined process in place for how you handle both inbound leads and outbound leads.

Typically, inbound leads will be sent to Sales Development Reps who will be tasked with qualifying the lead before passing it onto an Account Executive as an Opportunity.

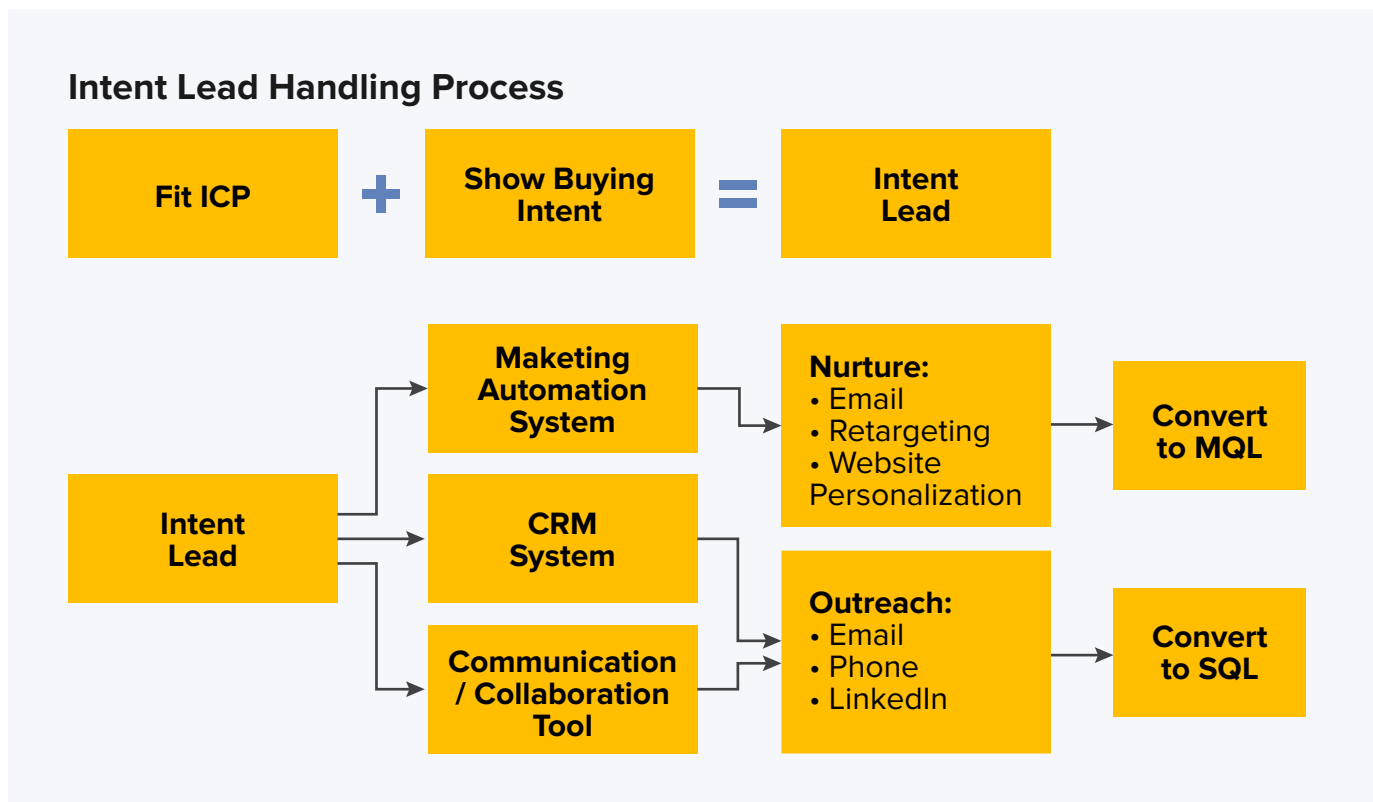
Outbound Leads are typically handled by Business Development Reps or Outbound SDRs using prospecting and outreach tactics to generate interest.

However, capturing unidentified demand using the demand acceleration framework - whereby you identify companies who have visited your website and have shown buying intent but have not converted through contact forms - are neither inbound or outbound leads.

They're not technically inbound because they didn't explicitly express an interest by leaving their contact details.

However, they can't be considered an outbound lead either because they have shown some level of interest by visiting your website. They know who you are.

We call this type of lead an intent lead.



Intent leads need a hand off process from marketing to sales. Just like every other type of lead.

They'll either be sent to your marketing automation system to be distributed into nurture campaigns until they convert or they'll be sent directly to your Sales team for prospecting.

It's worth noting that if the leads are sent to sales, a decision needs to be made on whether your SDRs or BDRs will be responsible for handling them.

This will of course depend on how your sales team is structured and who has the additional resources and capacity. Some level of prospecting and outreach will be required so making that clear to whoever will be actioning the leads is key.

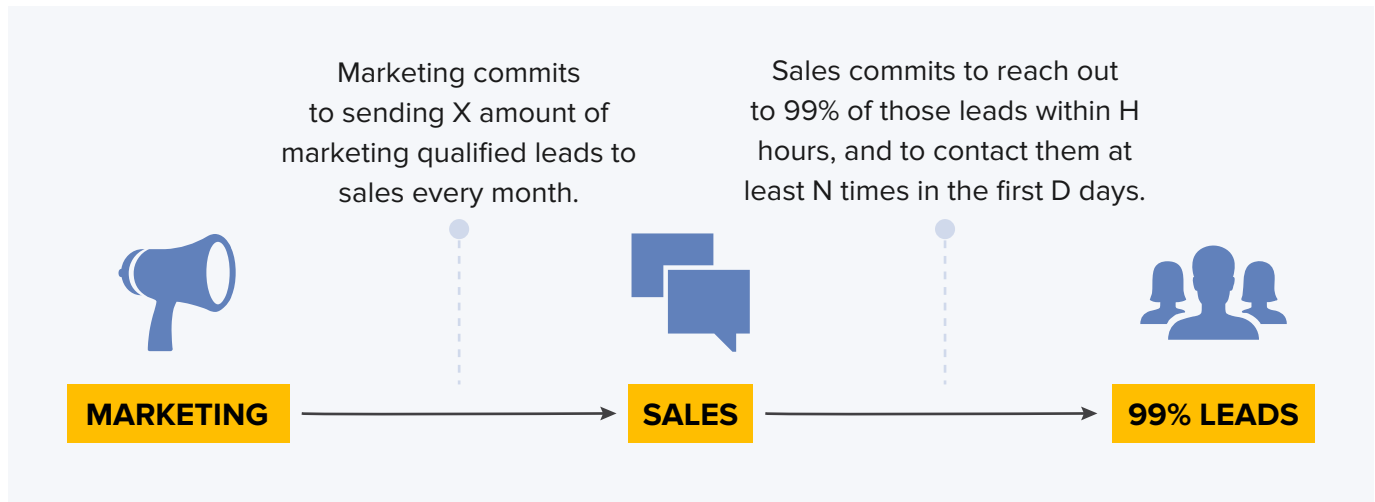
Service Level Agreements

Whether you're handling inbound, outbound or intent leads, it's always a good idea to put a service level agreement in place to foster marketing and sales alignment.

Service level agreements (SLA) have traditionally served to define exactly what a customer will receive from a service provider. But SLAs serve internal operations as well, and a sales and marketing agreement is among the most crucial.

In addition, as marketing and sales become more unified as one team - a revenue driving team with that all important revenue goal - SLAs become critical if the teams are to reach their number together.

At a very top level, SLAs should outline the deliverables that one party has agreed to provide another. For marketing and sales, it might look something like this.



Having these goals outlined in the SLA as well as what is needed by both parties to achieve their goals will be important. For example, marketing might state they need weekly status reports of sales' pipeline so they can optimize their demand generation campaigns.

The tools you need to succeed

There are certain tools you need in your marketing and sales stack in order to increase revenue potential and capture demand from your website using the framework we outlined in the previous chapter. Here we highlight what those are.

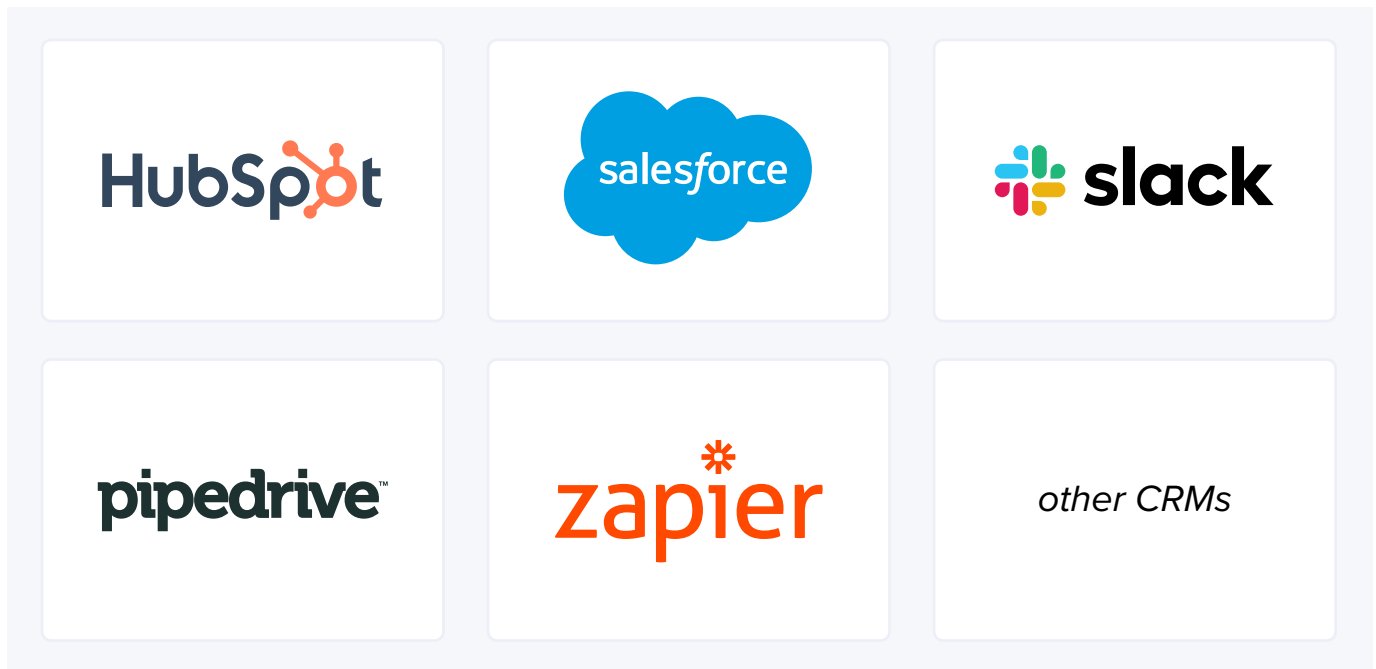
Demand Acceleration solution



You need a demand acceleration platform like Albacross which lets you:

- See the companies visiting your website
- Highlight target accounts that show buying intent
- Access firmographic data on companies to effectively target your ICP
- Access contact details of the people working at those companies to make prospecting more efficient

CRM software

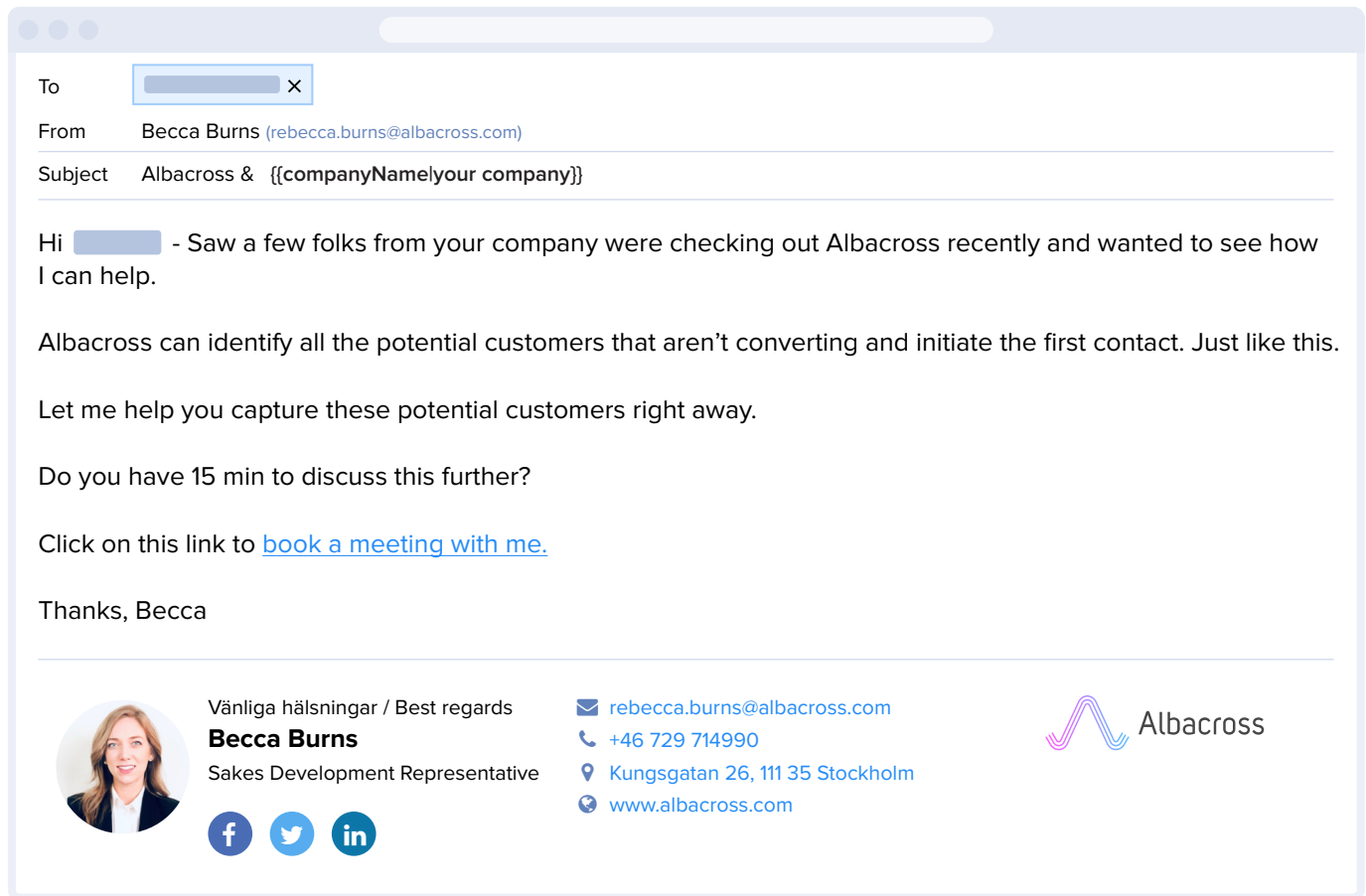


Ideally, you have a central CRM where you automatically send the intent data. When your demand acceleration platform and your CRM are integrated, you're able to add and update lead and contact information of website visitors directly in your CRM.

This gives your Sales team the intelligence they need to move prospects down the funnel and close more deals. More deals = more revenue.

This workflow also enables you to automatically fill your sales team's pipeline with companies that have shown intent on your website. That means your sales team can prioritize leads based on engagement and make prospecting more efficient.

Outreach tool



Prospects who match your ICP, show buying intent but didn't make themselves known to you require actionable follow up to get them to convert.

There's still work to be done in order to move them further down the funnel.

The difference is you have the intelligence on the prospect to craft targeted messages - just like the one above.

Follow up can be done through traditional sales outreach tools. Use the outreach tool to execute outbound sequences that combine email, voice and social.

Analytics tool

You'll need to measure the impact this framework has on your bottom line. After all, the overall objective is to drive revenue - you need to know exactly how much extra revenue you generated. This could be achieved through your marketing automation/CRM analytics or via other analytics tools. Key metrics will be:

- Contacts created
- Opportunities generated
- Value of opportunities
- No. of customers acquired

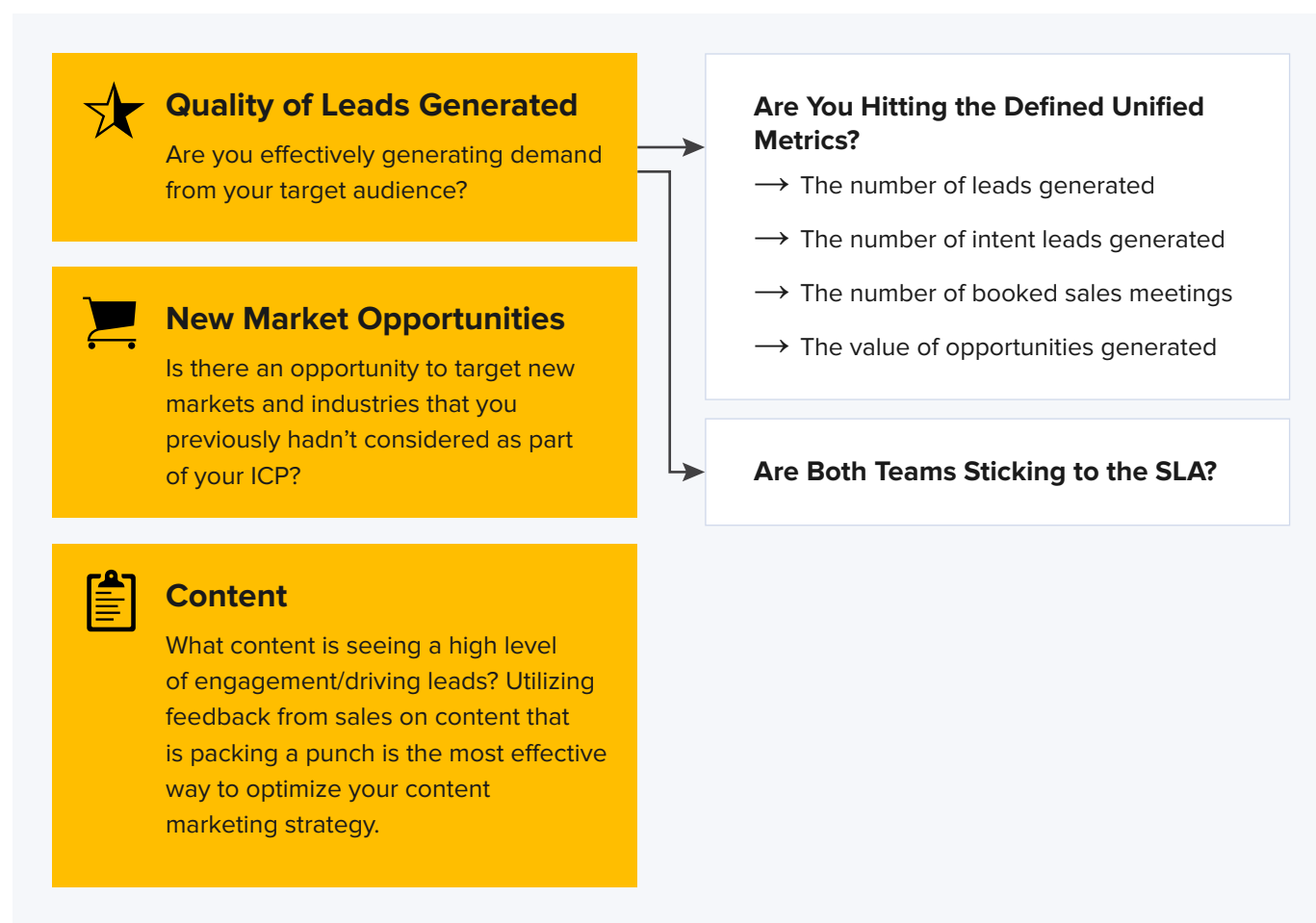
The tools required to generate more opportunities for your sales team is paramount. But creating an effective feedback loop between marketing and sales to ensure the process works is just as important. Learn how to create seamless processes in the next chapter.

Create a Feedback Loop Between Marketing and Sales

To achieve true alignment between marketing and sales, centred around revenue, you need a strong feedback loop in place.

Find a forum that works for both teams, whether that be a weekly meeting or written updates from both teams shared centrally.

Have defined topics that you update each other on.



Get Started With Demand Acceleration Today

We live in a world where B2B buyers are anonymous for the majority of the buyer journey. That makes the job of marketers and salespeople hard.

If you're unable to optimize your processes and find new ways to capture demand, you risk losing the opportunity to increase and accelerate revenue for your business.

Throughout this ebook we've discussed the ways in which you can accelerate revenue potential.

- Align marketing and sales teams and processes around revenue. They need to be working together as one team - a revenue team.
- Optimize the ways you capture unidentified demand to convert more existing traffic and generate more opportunities.

Having access to demand intelligence enables you to achieve both of these components. It allows you to capture the unidentified demand your website is generating much earlier in the buying process.

It gives you the insight you need to identify, qualify and convert more of your existing traffic and gives you the power to generate more opportunities which equals more revenue.