people.ai

How to Surface Hidden Pipeline
(And Execute Laser-Focused ABM Campaigns)

Gartner research reports that organizations believe poor data quality is responsible for an average of **$12.9 Million** in losses each year and **94%** of businesses believe the data they hold is inaccurate.

Based on these figures, it's no surprise Marketing teams are struggling to adequately perform Account Based Marketing (ABM) because they don't have the appropriate contacts. If they do, odds are the contact information is no longer up-to-date resulting in email bounce after email bounce.

Guess what? You DO have the data! The only problem - It's locked in your sales representatives inboxes and calendars and rarely makes it into your CRM.

No wonder you're struggling to deliver the right message to the right people! How could you without updated contact information, seniority level, persona details, etc.?

Meet People.ai! The key to unlocking the contact data you're in need of. Deliver the right message, to the right person, at the right time. So you can generate interest, drive intent, close more business, and be the co-partner sales has always dreamed of.

Ready to execute? Here's how to surface hidden pipeline.

Step 1: People.ai will connect to your go-to-market teams inboxes and calendars - unlocking valuable contacts who've engaged with your GTM team over the past two years, but never made it into your CRM or MarTech solution.

People.ai will capture the basics (aka the "need to know"): Name, title, email address, and phone number. Then, People.ai will kick it up a notch capturing the "want to know": Location, department, seniority, and persona. All packaged up and sent back to your CRM or MarTech solution(s). Tada!

Step 2: Once ingested your newly minted contacts can be viewed in a report. Now, it's decision time! With People.ai you'll have accurate data around your contacts first touch, last touch, number of emails (both inbound and outbound), number of meetings, next meeting date, and the list goes on. With this information, you'll:

1. Group your contacts by persona within accounts

2. Based on People.ai generated seniority and engegament level, drop the contacts into applicable ABM campaigns to deliver the appropriate value message. For example:

🏅	🥈	🥉
Recent Engagement	**Recent Engagement**	**Low engagement**
<6 months + High Seniority (VP and higher)	**<6 months + Low Seniority (Director and below)**	**>6 months and <2 yrs + All Seniorities**
= Ghost email from the Head of Sales inviting them to a private event	= Marketing email inviting them to a semi-private event	= Nurture Campaigns (i.e. curated content such as webinars, blog posts, awards, etc.)

3. Send it! Xo - Marketing

Step 3: Once sent - It's time to measure the effectivenes of your ABM campaigns! If you're measuring intent using an intent solution such as 6sense, Demandbase, Terminus, etc. this is (as they say) easy-peasy.

Start by reviewing the current intent score of the accounts emailed. As the carefully crafted messages are viewed by your prospects, they'll start to showcase intent. Then, on a monthly basis review the previous intent score alongside the current intent score.

Trending up? Consider your ABM campaign a success! #thatwaseasy (Note: If an overwhelming amount of the intent scores are trending down or staying stagnant, revisit your initial ABM campaigns and pivot as needed).

But wait - Most customers can't click "add to cart" without first engaging with a member of the sales team. Ensure the accounts expressing "high intent" also have a "high engagement" score (which is an automatic, AI driven score from 0 -100 generated by People.ai based on the recency and frequency of communication between you and your prospects).

Don't fret if you see "high intent" and "low engagement", it's not too late to ask the sales team to engage with these prospects (i.e. your low hanging fruit). Best part? They are already in the market for your solution!

Step 4: By now if your prospect hasn't "checked out", marketing can empower sales with data to drive results! With People.ai, you'll immediately gain a deep understanding of exactly how many people and which persona's drive win rates and deal size. With this information in hand, marketing can regularly report on the number or people and personas engaged in each account. Most important, if a key persona is missing - Immediate action from both sales and marketing is recommend (before it's too late).

Results to anticipate?

- Tens-of-thousands of valuable contacts unlocked from the sales teams inboxes and calendars
- Confidently execute ABM campaigns and influence prospects
- Ability to measure the effectiveness of ABM campaigns
- Deep understanding of the number of people and persona's needed to drive win rate and deal size
- Strengthen the partnership between sales and marketing while closing more business, at a higher deal size

> "
> This had a huge impact on attribution, and there was no argument from the reps that this was an accurate picture of who influenced the deal and the people actively involved in the opportunity.
>
> **Kaushik Patel**
> SVP of Demand Gen and Marketing Operations at Thoughtspot

Ready to turn marketing into a strategic revenue driver?

It all starts with better data. Click here for more details and register for a demo to build a world-class marketing pipeline engine.

Get a Demo

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