



14 QUESTIONS TO ASK YOUR PREDICTIVE VENDOR

1. WHAT KINDS OF PREDICTIONS DO YOU MAKE?

6sense predicts which accounts (and contacts) will buy; when they will buy; how much they will buy; and what products they will buy.

2. WHAT KINDS OF DATA DO YOU USE TO MAKE PREDICTIONS AND WHY?

6sense uses descriptive and buyer intent data in its predictive models. Descriptive data—job function, company size, annual revenues etc.—helps us identify your ideal buyer. Intent data includes your prospect's buying signals from your CRM and marketing automation systems and their digital footprints across the B2B web—search data, trade publications, blogs, forums etc. We tie together all this data to give you a full picture of where all of your prospects are in their buying journey.

3. ARE YOU A PREDICTIVE LEAD SCORING COMPANY?

We use the term predictive intelligence. Predictive lead scoring is just the tip of the iceberg, as those solutions only help you prioritize existing accounts and contacts. 6sense's predictive intelligence engine identifies actual buyers—net-new and known—using sophisticated models that blend descriptive and intent data from inside your systems and the greater B2B web.

4. DO YOU SCORE ACCOUNTS, CONTACTS OR BOTH?

B2B organizations often sell to buying committees comprised of multiple decision-makers within one account. 6sense scores at the account and contact level to tell you not only which companies are likely to buy, but also the most important decision-makers in the account.

5. HOW MUCH DATA DO YOU USE IN YOUR MODELS?

6sense's data science team processes billions of rows of intent data for every customer, the combination of data we use—intent and descriptive—is the key to the accuracy and breadth of our predictions.

6. CAN YOU HELP ME FIND NET-NEW ACCOUNTS AND CONTACTS?

Yes. 6sense identifies net-new prospects, shedding light on your greater buyer "universe" by finding new prospects that match your ideal customer profile and are showing activity and intent signals on our proprietary Buyer Intent Network.

7. CAN YOU USE DATA FROM ANONYMOUS VISITORS IN YOUR PREDICTIONS?

Between 70-90% of prospects remain anonymous while they are doing their research. If you are using predictive lead scoring, you won't be able to capture that lead until they fill out a form or make themselves known. 6sense connects these anonymous visitors across all channels at the account and contact level to give full visibility into your complete universe of buyers.

MEASURABLY GROW YOUR BUSINESS WITH PREDICTIVE INTELLIGENCE.

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8. IS THIS A “BLACK BOX” OR DO YOU SHOW WHY YOU’VE GIVEN AN ACCOUNT OR CONTACT A CERTAIN SCORE?

Alone, scores are only so useful. 6sense gives you insights into the activities and data attributes that have contributed to a particular score, arming you with the knowledge to help you personalize your marketing and selling efforts.

9. CAN YOU HELP ME UNDERSTAND WHEN A COMPANY IS IN MARKET TO BUY MY PRODUCTS OR WHETHER THEY ARE LIKELY TO BUY FROM A COMPETITOR IN MY SPACE?

Yes. 6sense uncovers prospects that you may be completely unaware of that meet your buyer profile and are researching products in your space. What would have been a hidden opportunity is now yours to close!

10. WHERE DOES YOUR SOLUTION HAVE THE MOST IMPACT—MARKETING OR SALES?

6sense’s predictive intelligence solution is equally game changing for both marketing and sales. Since we provide visibility into the buyer’s journey at every stage of the funnel, marketing can better personalize its campaigns. For sales, knowing when an account is likely to buy improves time-to-close.

11. HOW CAN YOU HELP ME GET A JUMP-START ON MARKETING TO COMPANIES WHO ARE NOT YET IN BUYING MODE?

6sense identifies where each account is in the sales funnel so you can target them accordingly. For example, if you have 1000 companies at the awareness stage, you can target ads or deliver content that is more introductory in nature. If you have 500 prospects in the decision-making or purchase stage, you might send them a special pricing offer.

12. HOW CAN I APPLY YOUR PRODUCT TO MY SALES ACTIVITIES?

For sales teams, 6sense reveals exactly why prospects are qualified, their buying stage, what products they are researching and more. This intelligence helps sales decrease time-to-close, engage with buyers earlier and find valuable greenfield opportunities.

13. DO YOU INTEGRATE WITH MY CRM, MARKETING AUTOMATION AND OTHER SYSTEMS?

6sense can push scores and insights directly into any CRM, marketing automation or other downstream systems, such as DMP or CMS, without any limitation on the number of integrations or data volume.

14. WHAT KINDS OF RESULTS ARE YOUR CUSTOMERS SEEING?

Our 85% accuracy rate has been validated by rigorous testing. Our customers who use our predictive intelligence solution have seen results such as:

- 9X higher MQL-to-SQL conversion than any other campaign
- 2X greater average order value
- \$300 million in net-new business closed in 1 year from 6sense-identified opportunities
- 1/3 fewer sales touches to open an opportunity

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