

Executive Summary

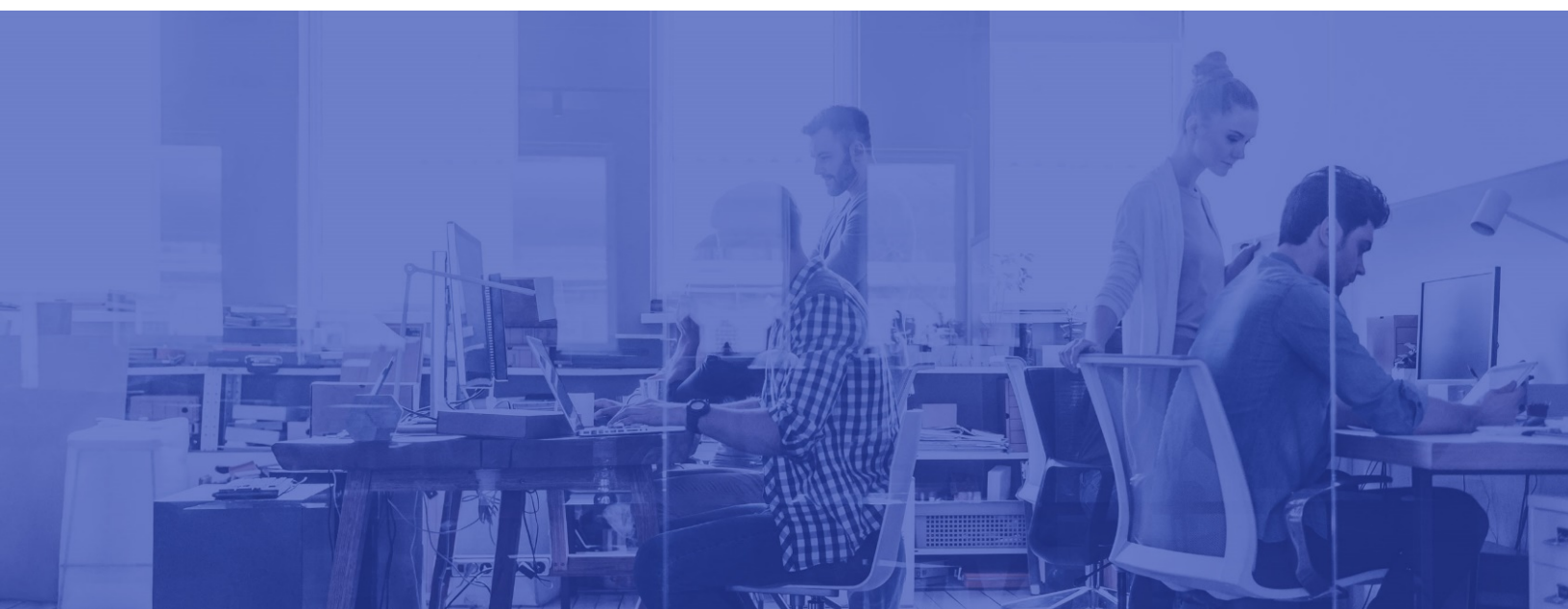
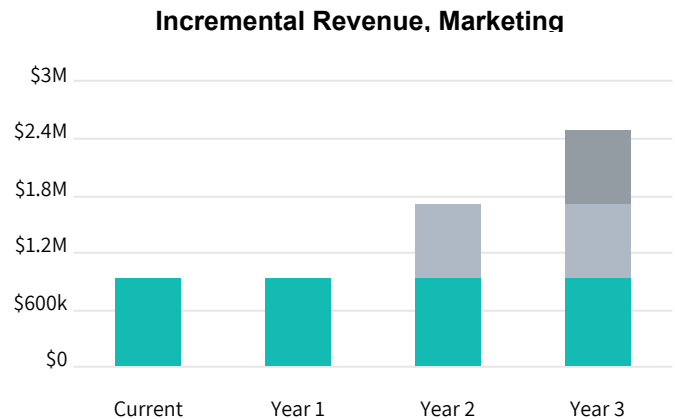
The 6sense Value Analysis (6VA) is designed to help you understand the specific sales and marketing improvement potential with the 6sense ABM Orchestration Platform. This tool was independently developed based on Forrester TEI research to help you identify challenges, compare your sales and marketing priorities and metrics to peers, and quantify your specific sales and marketing improvement potential with 6sense.

Based on your input, Marketing at 20X Products has the potential to deliver a **30%** in the number of leads generated, resulting in a **50%** increase in the number of new opportunities by moving to the 6sense Platform.

In addition, your sales team could see an increase in Revenue Per Rep, Average Deal Size and Win Rate, and based on the number of fully ramped Sales Reps in your plan, **20X Products** could see Sales Sourced Revenue go from **\$4,000,000** to **\$5,324,000** in year two, and from **\$6,000,000** to **\$7,986,000** in year three.

Combined, this analysis shows a potential 3-Year Total Sales Efficiency Gain of **\$3,310,000**, based on the number of fully ramped Sales Reps you indicated would be using 6sense.

This report does not include licensing, implementation or support costs, as those are dependent on many factors requiring a more detailed conversation. If interested, we offer a more complete, guided experience to provide additional analysis, including 3-Year ROI, Total Cost of Ownership, and Payback Period, along with a risk assessment to help you fully understand the cumulative investments and benefits of adopting the 6sense Platform.



Organization Profile

20X Products

Organization Name

United States

Location

Software

Closest Match to Your Industry

X20

Solution / Product Category







Role



Marketing Leadership

Challenges

Tell us about the priority of your current challenges and see how your challenge priorities compare to those of your peers. See how you compare to peer priorities.

	Your Priority	Percentage of Peers Who Selected Top or High
Not Generating Enough Leads	Top	 51%
Leads Generated are not Seen as Qualified by Marketing (Low MQL Conversions)	High	 38%
Leads are Perceived as Low Quality by Sales and Not Converting into Sales Opportunities (SQLs)	High	 28%
Lower than Expected Win Rates	Medium	 22%
Lower than Expected Average Deal Size / Discounting	Medium	 43%
Inefficient Sourcing of Outbound Generated Pipeline	Medium	 33%
Other (Specify)	High	

Compared to 21 peers in the Software industry. The percentage indicates the subset of peers who selected High or Top as their priority.

Discovery

X20 current metrics

Marketing

Annual Inquiries / Leads / Nurture	5,000
Lead to MQL Conversion Rate	8%
MQL to SQL Conversion Rate	17%
Win Rate	28%

Sales

Number of Reps on 6sense Year 1	5
Number of Reps on 6sense Year 2	10
Number of Reps on 6sense Year 3	15
Assumed Sales Bookings / Rep	\$1,000,000
Percentage of Pipeline Not Sourced by Marketing	40%
Average Opportunity Value	\$50,000
Median Sales Cycle Won Deals (Months)	12.0
Gross Profit Contribution Margin	72%
Commission Rate	10%

Annual Business Value of 6sense: Marketing

Marketing Sourced Pipeline	Current Results	6sense Uplift	With 6sense
Inquiries / Leads	5,000	30%	6,500
- Lead to MQL Conversion Rate	8%	5%	8%
- Qualified Leads (MQLs)	400	8%	546
- MQL:SQL Conversion Rate	17%	10%	19%
Opportunities Created	68	50%	102
- Close Rate	28%	10%	31%
- Number of Closed Won Deals	19	65%	31
Average Opportunity Value	\$50,000	10%	\$55,000
- Pipeline	\$3,400,000	65%	\$5,615,610
- Revenue	\$952,000	82%	\$1,729,608
Annual Incremental Pipeline - Marketing*			\$2,215,610
Annual Incremental Revenue - Marketing			\$777,608

*Pipeline impact as a precursor to revenue impact

Annual Business Value of 6sense: Sales

Sales Sourced Pipeline	Current Results	6sense Uplift	With 6sense
Revenue Per Rep Not Sourced by Marketing	\$400,000	33%	\$532,400
Increased SQL from Outbound		10%	
Average Deal Size	\$50,000	10%	\$55,000
Win Rate	28%	10%	31%
Number of Reps at Beginning of Year 2	10		10
Number of Reps at Beginning of Year 3	15		15
Sales Sourced Revenue Year 2	\$4,000,000	33%	\$5,324,000
Sales Sourced Revenue Year 3	\$6,000,000	33%	\$7,986,000
From Sales Efficiency Gains for Year 1:			\$0
From Sales Efficiency Gains for Year 2:			\$1,324,000
From Sales Efficiency Gains for Year 3:			\$1,986,000
3-Year Total Sales Efficiency Gains:			\$3,310,000

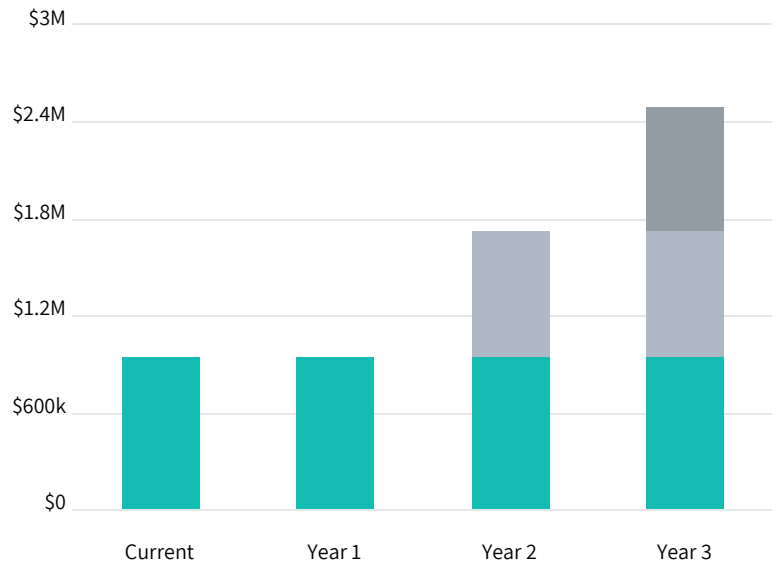
\$3,310,000
3-Year Total Sales Efficiency Gains

\$2,215,610
Annual Incremental Pipeline - Marketing*

\$777,608
Annual Incremental Revenue - Marketing

*Pipeline impact as a precursor to revenue impact

Incremental Revenue, Marketing



About 6sense

The 6sense Account Based Orchestration Platform helps revenue teams identify and close more opportunities by putting the power of AI, big data and machine learning behind every member of the B2B revenue team, empowering them to uncover anonymous buying behavior, prioritize fragmented data to focus on accounts in market, and engage resistant buying teams with personalized, multi-channel, multi-touch campaigns. 6sense helps revenue teams know everything they need to know about their buyers so they can easily do anything they need to do to generate more opportunities, increase deal size, get into opportunities sooner, compete and win more often.

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