6sense

Breakthrough
the revolution is now 2021

Better Data. Better Targeting. Better Results.

How Revenue Teams Can Deliver Experiences Buyers Love

Viral Bajaria CTO & Co-Founder

Deepak Anchala VP of Product & Growth

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M&A Process and Due Diligence

Evaluation Criteria	S					
Email | Coverage and Accuracy	●	◑	●	◔	◑	◑
Phone | Coverage and Accuracy	●	◑	◑	◔	◑	◑
Technographics	●	◑	◑	—	—	—
Psychographics	●	—	—	—	—	—
Market Intelligence	●	◑	◑	—	—	—
Data Diversity	●	◔	◑	◑	◔	◑
Data Ownership	◔	◑	◑	◑	◔	◑

S Slintel Acquisition

Former Passed Data Acquisitions

● Very High ◔ High ◑ Moderate ◔ Low — None

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Next-Gen Platform for Insights & Orchestration

POWERING YOUR REVENUE ENGINE

6sense Data

Intent
Firmographics
Technographics +
Psychographics
Engagement
Contact +
Market Intelligence

Your Data

Web Activity
Engagement
Campaigns
Opportunity
Customer

Identity Resolution

Orchestration

Automate omni-channel experiences

Segmentation

Dynamic audiences for analysis & activation

Connected Data

Aggregate data in a unified source of truth

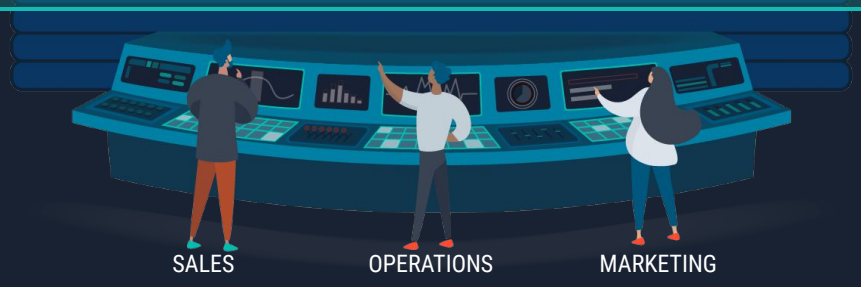
AI & Machine Learning

6sense Apps

Digital Ads
Sales Intelligence
Account Alerts
Reporting & Analytics
Pipeline Forecasting

Your Apps

CRM
Sales Engagement
Marketing Automation
Web & Chat Experience
BI & Analytics
Financial Planning



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A Deep Dive Into Slintel

Capabilities.
Differentiators.
Success stories.

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Data: You never have enough and you don't need it all

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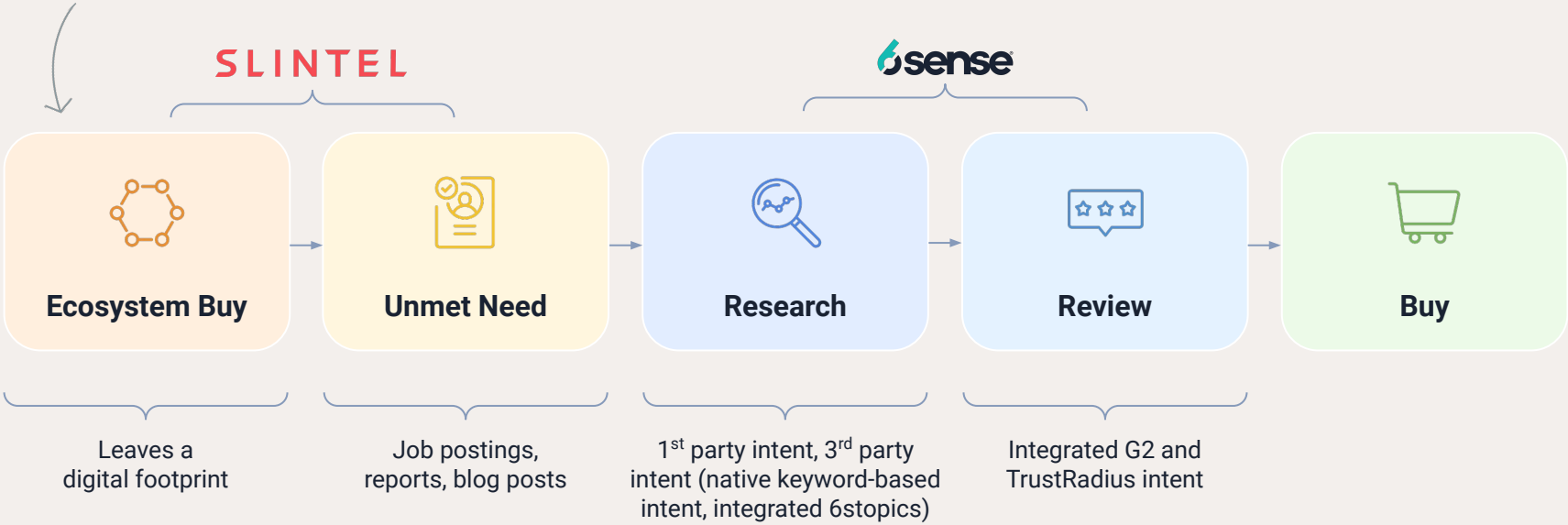
Our Signals Help Capture Buyers Early

A typical buyer's journey



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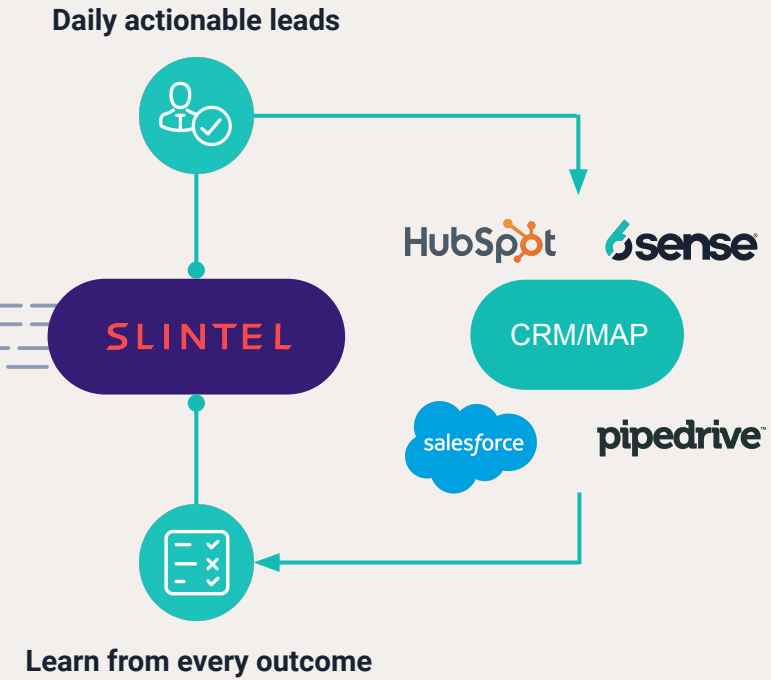
Target with More Precision with 1st, 2nd, & 3rd Party Data

Technographics
Installs, adoption, churn, renewals

Psychographics
Company - Themes and trends overtime
People - Key themes, interests, trends over time

Market Intelligence
Leadership changes, exec movement, funding, M&A, growth, expansion, events, product launches

Modern contact data
Business contacts, interests, technologies used, decision making power



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Data that Triggers the Right Actions

Proprietary data

- Technographic data: 25k+
  Installs, usage, and renewals
- Psychographic data: 10k+
  Keywords, interactions, content creation
- Company data: 15M+
  Timing/financial triggers, news installs, spend data
- Contact data: 250M+
  Interests, skills, contacts' technologies used

What can you do

- Capture companies looking for a solution like yours
- Target decision makers in key accounts
- Boost productivity with laser precision

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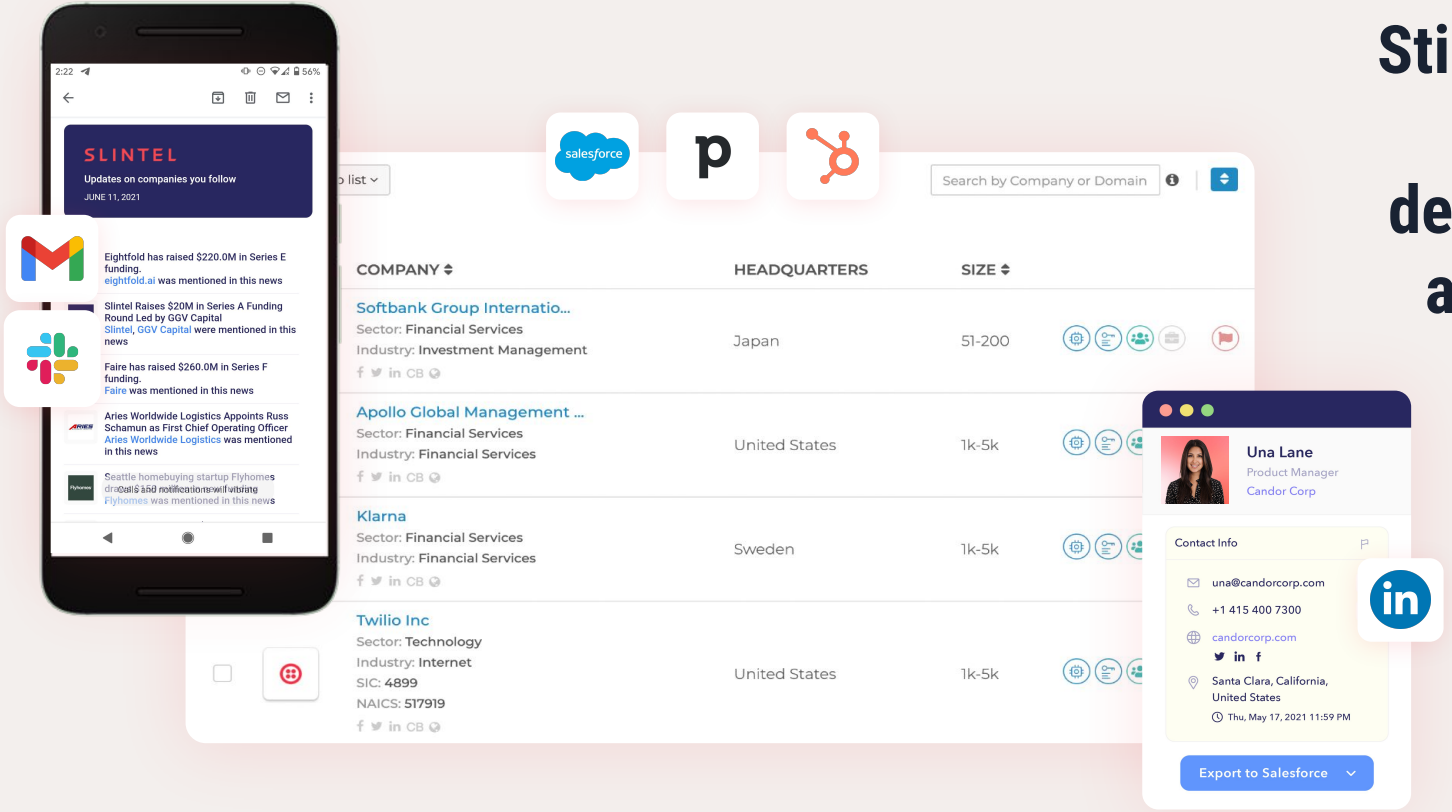
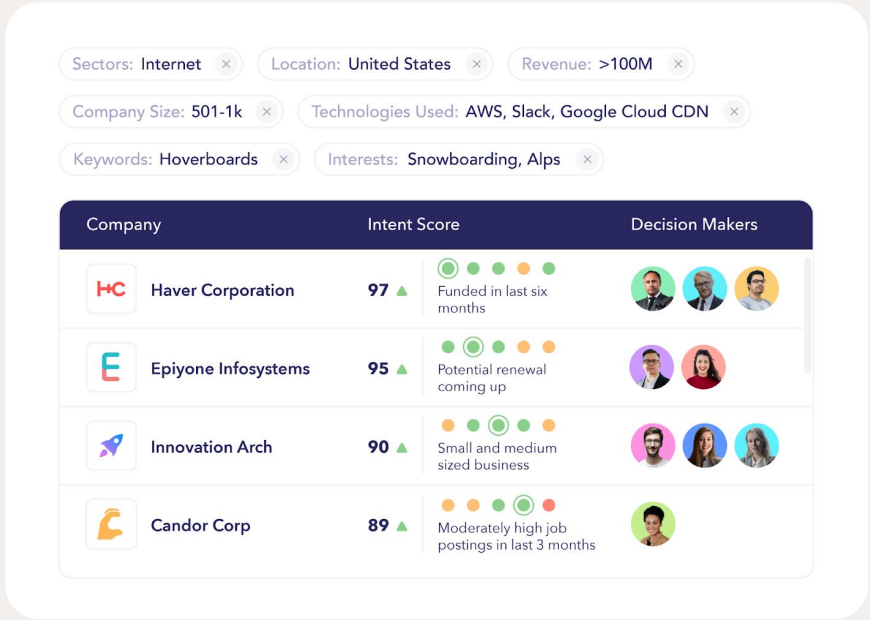
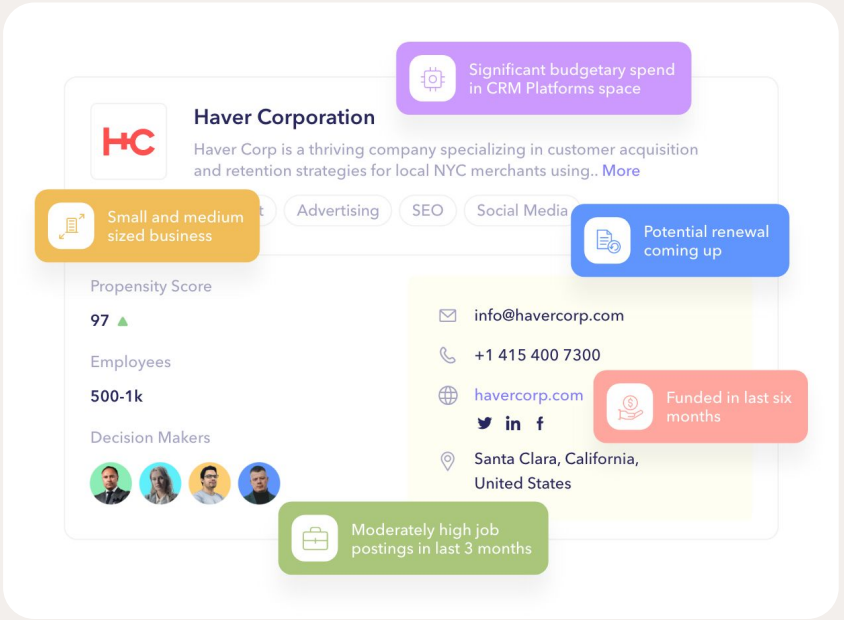
Sticky workflow integrations deliver insights and a boost in productivity



Recommendation engine combines buying signals





Slintel Demo

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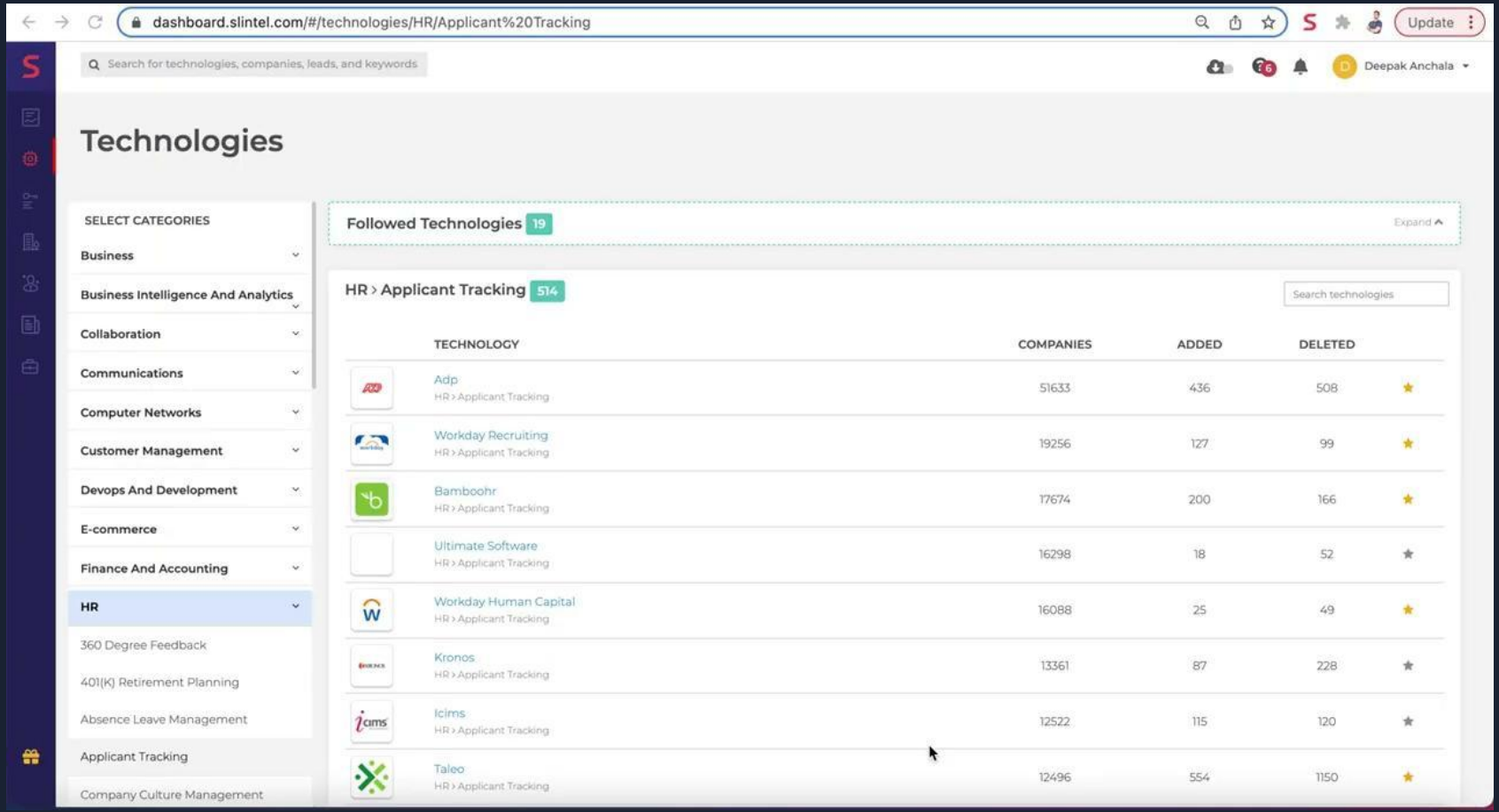

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What Makes Slintel Unique?

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Differentiated Technographic Capabilities

Unique, Powerful Data Assets

15+ sources - Job postings, customer pages, blog posts, social media, resumes, press release, etc.

Adoption, churn, **renewals** - 60B data points/week

People Technographics

Phenom People | Good | Industry | Air | Hub | Assess | Seek | Proven | Cornerstone OnDemand | Taleo

Historical buying patterns, **confidence scores**

Trigger The Right Action

Capture companies that match your ICP

Target the right accounts at the right time

Target people who are likely to buy

Boost Who, When, What

whatfix
tracks companies most likely to buy

ATLASSIAN
identifies upsell opportunities

Differentiated Psychographic Capabilities

Unique, Powerful Data Assets

Company Psychographics: 10k+ keywords mapped to 15M+ companies every week

People Psychographics: Interests captured from social feeds, Blogs, articles

Trigger The Right Action

Capture accounts looking for a solution like yours

Target key decision makers and build relationships

Microsoft + Ally understands the pulse of their prospects

cvent identifies buyers based on themes of interest

Differentiated Firmographic Capabilities

Unique, Powerful Data Assets

Firmographics: 60+ attributes across 15M+ companies every week

- Funding
- Acquisition
- Growth
- Leadership changes
- Executive movements
- Product launches
- Expansions
- Events
- Technographic changes
- Psychographic changes

Trigger The Right Action

Capture fast growing companies and companies using complementary technologies

Target companies that had a recent event

Uses market insights to build marketing strategies for clients

ThoughtSpot uses market insights to to inform account outreach strategy

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Modern Contact Data

Unique, Powerful Data Assets

100M decision makers, 50M emails and 20M dials

- Function
- Experience
- Title
- Skills
- Division
- Seniority Level
- Decision making power
- Person Location
- Education
- Direct Dials
- Interests
- Tech stack used by the person
- Emails (All, High confidence)

Trigger The Right Action

Target:

- People with highest likelihood to buy
- Buyer groups to improve conversion
- Enriched contacts on LinkedIn or your CRM

stream

enriches accounts with contact data

Lattice

enriches CRM accounts with contact data

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At my previous organization we used ZoomInfo and LinkedIn Navigator for contact, Bombora for intent and DiscoverOrg for account info.

When I joined Ally where we use Slintel, I found it to be as valuable as all the other tools combined!

Justine Lyon
Senior Vice President
Ally

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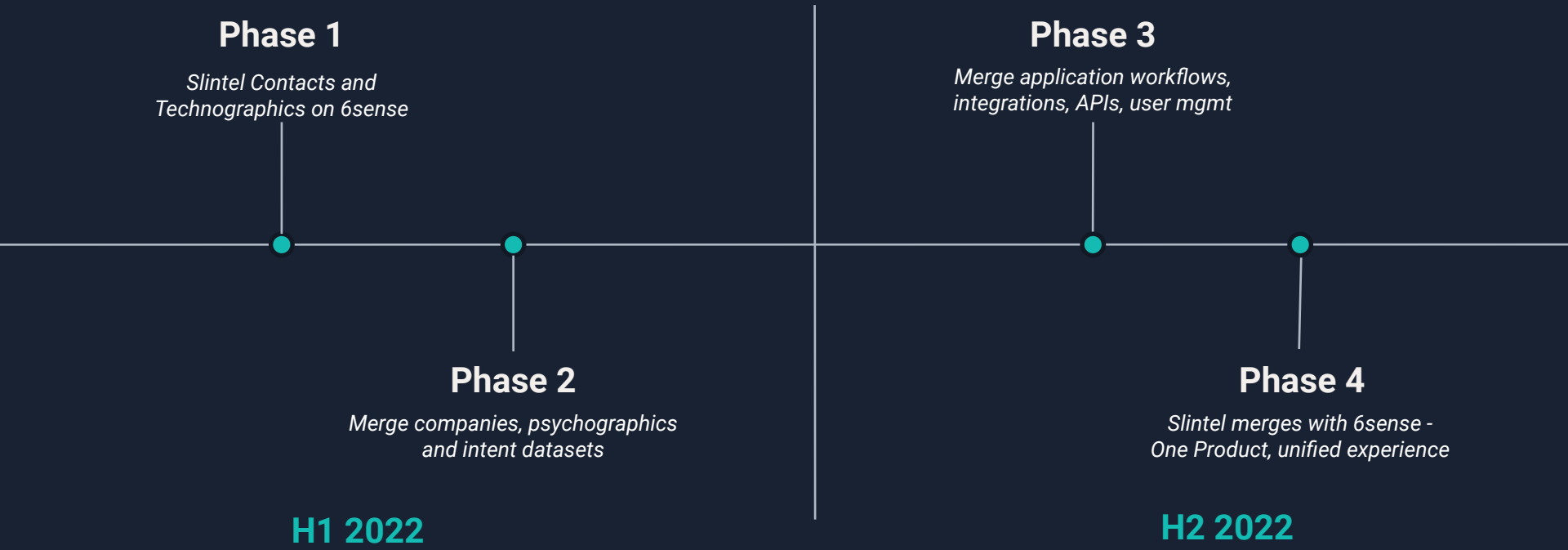
The road ahead for 6sense + Slintel



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Access

The Breakthrough Special

- Sign up for a demo in the Solutions Lounge (and say hi to Jess!)
- Details of the offer:
  - Get 1000 accounts enriched with Slintel technographics & psychographics
  - And 1000 additional contacts
  - Get some cool SWAG too!
- Use them by January 31, 2022

The Holiday Special

- Talk to your CSM and ask for a demo
- Details of the offer:
  - Get 500 accounts enriched with Slintel technographics & psychographics
  - And 500 additional contacts
- Use them by January 31, 2022

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Thank You

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ACCORDING TO OUR BRAND STRATEGY, YOU BUY OUR BRAND "TO COMPENSATE FOR BEING A TIME-PRESSED WORKING PARENT WHO MISSES THE IDEALIZED FAMILY MEALS OF YOUR OWN CHILDHOOD." ISN'T THAT RIGHT?
IT'S A BOX OF CROUTONS.
TOM FISH BURNE
©marketoonist.com

Powerful Buyer Insights From Proprietary Sources

Proprietary tech

- Hard to detect patterns
- 1B docs/day processed

- Predictions on time series data that is not capturable anymore

Proprietary data

- Technographic data: 25k+
  Installs, usage, and renewals
- Psychographic data: 10k+
  Keywords, interactions, content creation
- Company data: 15M+
  Timing/financial triggers, news installs, spend data
- Contact data: 250M+
  Interests, skills, contacts' technologies used

Deep insights

- Technology adoption
  Discover companies that started or stopped using a software
- Contract intelligence
  Estimated contract durations, renewal dates
- Market Intelligence
  Alerts on events, market movements
- Buyer Intelligence
  Potential buyers and their preferences