From Guesswork to Confidence: a REVolutionary AI-Driven Approach to Pipeline Management

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6sense



World's First B2B Marketing Email – May 1978



Gary Thuerk, DEC Marketing Manager The body of the message -- Date: 1 May 1978 1233-EDT

DIGITAL WILL BE GIVING A PRODUCT PRESENTATION OF THE NEWEST MEMBERS OF THE DECSYSTEM-20 FAMILY; THE DECSYSTEM-2020, 2020T, 2060, AND 2060T. THE DECSYSTEM-20 FAMILY OF COMPUTERS HAS EVOLVED FROM THE TENEX OPERATING SYSTEM AND THE DECSYSTEM-10 <PDP-10> COMPUTER ARCHITECTURE. BOTH THE DECSYSTEM-2060T AND 2020T OFFER FULL ARFANET SUPPORT UNDER THE TOPS-20 OPERATING SYSTEM.

THE DECSYSTEM-2060 IS AN UPWARD EXTENSION OF THE CURRENT DECSYSTEM 2040 AND 2050 FAMILY. THE DECSYSTEM-2020 IS A NEW LOW END MEMBER OF THE DECSYSTEM-20 FAMILY AND FULLY SOFTWARE COMPATIBLE WITH ALL OF THE OTHER DECSYSTEM-20 MODELS.

WE INVITE YOU TO COME SEE THE 2020 AND HEAR ABOUT THE DECSYSTEM-20 FAMILY AT THE TWO PRODUCT PRESENTATIONS WE WILL BE GIVING IN CALIFORNIA THIS MONTH. THE LOCATIONS WILL BE:

> TUESDAY, MAY 9, 1978 - 2 PM HYATT HOUSE (NEAR THE L.A. AIRPORT) LOS ANGELES, CA

THURSDAY, MAY 11, 1978 - 2 PM DUNFEY'S ROYAL COACH SAN MATEO, CA (4 MILES SOUTH OF S.F. AIRPORT AT BAYSHORE, RT 101 AND RT 92)

A 2020 WILL BE THERE FOR YOU TO VIEW. ALSO TERMINALS ON-LINE TO OTHER DECSYSTEM-20 SYSTEMS THROUGH THE ARPANET. IF YOU ARE UNABLE TO ATTEND, PLEASE FEEL FREE TO CONTACT THE NEAREST DEC OFFICE FOR MORE INFORMATION ABOUT THE EXCITING DECSYSTEM-20 FAMILY.

Sent to 400 recipients via ARPANET. Generated \$13M in Sales!!

Marketing's Ultimate Mandate:

Revenue

Pipeline Management - Today

Planning

Manual Inefficient

Forecasting

Assumptions Guesswork

Measurement

Not Real Time Simplistic

Marketing ROI = Hard To Prove

Introducing 6sense Pipeline Intelligence (aka Fortella on 6sense platform)

Al-based platform that reverse-engineers your funnel to create a repeatable blueprint for maximizing pipeline performance

Pipeline All Accounts					View Insights Vie	w All Segments
Marketing Sourced Pipeline ③				Overa	l Pipeline 🗊	
Plan 🛈	Actual ③	Forecast ①		-		
65% \$13.5M	\$8.78M \$125K weekly change	\$22.4M - \$28.9M \$15.4M above plan			\$40.2M \$124K weekly chang	e
Qualified Opportunities ③ 169 ▲ 12	Avg. Opportunity Size 🛈 \$46	.4K ▼\$2.1K			ed Opportunities ① 214 ▲ 3 opportunity Size ① \$187K	82 ▼ \$17.8K
Q1 20	Q2 20	Q3 20	Q4 20			
Actual Forecast						
Marketing Sourced Pipeline	By Segment ①					
Name ≑	Marketing Sourced Pip	eline 🌣	Weekly Change 🗘	% of Plan $\ensuremath{\hat{\varphi}}$	Forecast ‡	
All Accounts		\$4.22M	▼\$23.5K	63%	\$5.13M - \$6.8M	2
Enterprise		\$2.46M	▼\$2.67K	48%	\$2.45M - \$4.86M	2

6sense Pipeline Management





How much pipeline do we need to generate and by when?



Forecasting

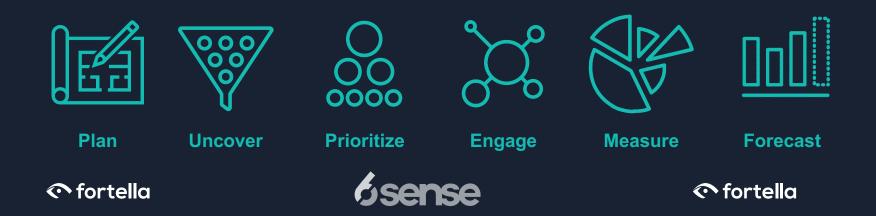
Are we on track to meet our pipeline generation plan?



How are we performing by GTM segments, products, channels and campaigns?

Purpose-built for CMOs, marketing leaders and demand gen teams

6sense + Fortella = Most Complete RevTech Platform



Pipeline Planning

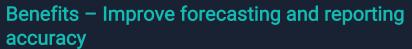
- Build accurate plans from bookings targets based on *actual* conversion rates, sales cycles and deal sizes
- Optimize pipeline needs across GTM segments
- Perform 'what-if' analysis for scenario planning

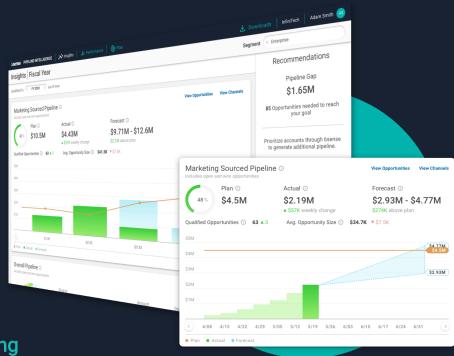
				Dowr	lloads	ch Adam Smith 🥵	
AND INF INTEL	LIGENCE X ^{al} Insights di	Performance OPlan				View Plan	
hts All Seg	ments						
				Q3	Q4		
FY2019 →		Q1	Q2	QU		View Insights 🔀	
nt	YTD				60.27	M/\$3M	
ets		1.64M/\$4.75M	\$1.46M/\$2.40M	\$4.52M/\$2.9M	\$2.37M/\$3M		
surced	\$9.99M/\$13.1M		\$3.01M	\$2.32M	\$7.32M		
Pipeline	\$14.9M	\$2.28M				View Insights 🔀	
ise					\$6.4		
surced	\$21.2M/\$30M	\$5.23M/\$5M	\$2.36M/\$7M	\$7.23M/\$10M	\$0.4	Workbench	
Pipeline	\$59.9M \$7.7M \$		\$16.40M	\$22M	\$13.8N	< Strategic ABM	
h America						< St	rategic ABM >
turced	\$30.9M/\$35M	\$11.1M/\$11M	\$3.68M/\$8M	\$8.68M/\$9M	67.4	Settings	
Pipeline	\$50.1M	\$17.60M	\$12.40m	\$15.9M	\$7.4	Qualification Stage	Avg. Opportunity Size
				\$15.9M	\$14.2N	 Interest 	\$54,000
turced	\$17.2M/\$16M	\$3.8M/\$3M					
Pipeine	\$54.7M	\$12.5M	\$4.80m/\$5M	\$6.93M/\$6M	A	Total	\$30,000,000
			\$17.4M	\$19.2M	\$1.74	Q1	\$5,000,000
furced	vred \$4.68M/\$16M \$1.7M/\$3M				\$5.67N		
ripelse	\$7.42M	\$740K	\$880K/\$5M	A .		Q2	\$7,000,000
		0/4UK	\$740K	\$4.13M/\$2M	\$3.1;	Q3	\$10,000,000
				\$19.2M	\$3.1:	Q4	\$8,000,000
					\$5.67N		

Benefits - Increased confidence in hitting corporate revenue goals. Reduced planning cycles.

Pipeline Forecasting

- Track pipeline forecasts based on AI models, real-time and historical performance
- Predict aggregate and channelspecific pipeline likely to be generated
- Eliminate pipeline surprises with always-on forecasting





Pipeline Insights

- Improve decision-making with critical pipeline KPIs at your fingertips
- Track pipeline performance by GTM segment, product, channel and campaign
- Adjust demand gen targets & tactics for addressing pipeline gaps while you have time



Benefits – Real-time visibility into marketing's impact on revenue. Improved ROI.

Trusted by C-Suite

"Fortella takes away the non-strategic, manual work we shouldn't be spending time on, and the insights help us make better decisions"

Nathan Burke, CMO

"We share Fortella reports with the whole company. It's a common language for growth, but with a marketing point-ofview."

Gregg Holzrichter, CMO

AXONIUS

"Fortella helps us be more scientific in how we reach our pipeline goals."

Urvish Vashi, COO

HAZELCAST



Replacing Spreadsheets with Modern Pipeline Intelligence

Business Outcome

- Manage pipeline plans and forecasts across a matrix of products, geographies and segments with varying conversion rates, sales cycles, and deal sizes
- Quickly react to pipeline gaps caused by fast-changing markets and shifting performance metrics
- Replace errors, complexity, and inaccuracies of manual spreadsheets with real-time results and intelligent recommendations

"There's no other tool that can do what Fortella can do. Not one."



Venkat Nagaswamy

Global VP of Marketing



Select Beta Customers

Add Logos of Beta Customers

Summary



Shift from manual processes and guesswork to modern pipeline intelligence



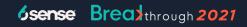
Visit the Solutions Lounge to see a demo



Join the beta program - limited spots available



Voila!



6sense Confidential