

6sense Dashboards in Sales Intelligence – inside Outreach

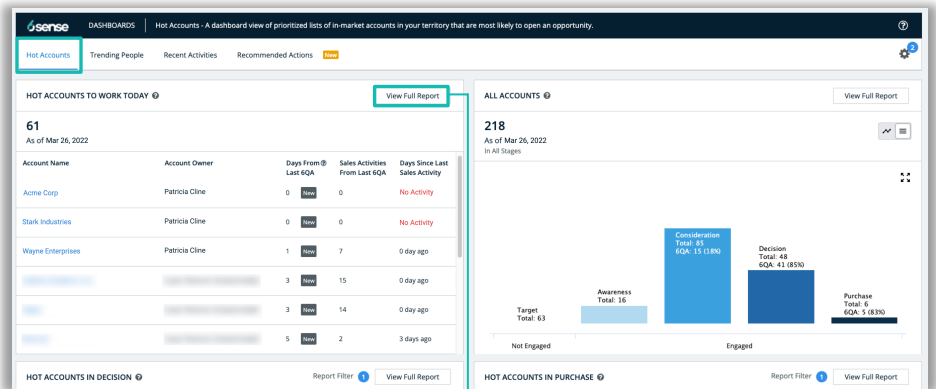
Start your day here – hit the ground running with your hot accounts, actively engaged contacts, and activities like webpage visits, email replies, and anonymous research

Your accounts not appearing? See pg. 3

See your **Hot Accounts**, prioritized and updated daily

- Accounts drop off once an opportunity is opened
- Prioritize your outreach for accounts with a 0 in the **Sales Activities since Last 6QA** column
- By default, 6QA'd accounts are in **Decision** or **Purchase** and are a **Strong** or **Moderate** profile fit*

*Your organization may use a custom 6QA definition



View the full report to see the full list

- See the buying stage and profile fit for each account
- These accounts are similar to past wins, have an increase in intent and engagement activities, and are more likely to open an opportunity

Discover engaged contacts with the **Trending People** Tab

- See contacts that are increasing or decreasing engagement in the last 7 days
- Quickly review a contact's recent actions and research to include in your sales activities
- Apply filters like Job Function or Job Type to target key personas

Account	People	Change Since 1W	Last Engagement	Last Reach	People Level Sales Activity	Latest Opportunity Status	Account Level Sales Activity	Buying Stage	Account Reach	Actions
Persent Group	Wills Nelson Marketing Manager	+89	Mar 23, 2022 Email Click	Mar 23, 2022 Campaign	3 weeks ago Email Send	Prospect	0 days ago	Purchase	High	[Icons]
Persent Group	Tanya Tucker Sr. Dir. Marketing Ops and Acc...	+85	Mar 24, 2022 Email Open	Mar 21, 2022 Campaign	4 days ago Email Send	Open	0 days ago	Decision	High	[Icons]
Angus Labs	Tamara Weyette SMD - Healthcare Division	+79	Mar 21, 2022 Attended Webinar	Mar 7, 2022 Campaign	No Activity	Prospect	No Activity	Purchase	Low	[Icons]
Sales & Co	Ariela Franklin SVP Strategic Marketing	+79	-	Mar 23, 2022 Campaign	No Activity	Prospect	0 days ago	Decision	High	[Icons]
Edgite Software Inc.	Billie Holley Senior manager marketing opt...	+37	Mar 24, 2022 Email Open	Mar 23, 2022 Campaign	3 days ago Email Send	Prospect	1 day ago	Decision	High	[Icons]
Trigilio Software	Mani Cohn Vice President, Revenue Marke...	+31	Mar 24, 2022 Email Reply	Mar 24, 2022 Email Send	1 day ago Email Send	Open	0 days ago	Purchase	High	[Icons]
Cardinal Tech	Selena Quintanilla-Perez Marketing Director, US & Cana...	+18	Mar 21, 2022 Attended Webinar	Mar 10, 2022 Email Send	2 weeks ago Email Send	Prospect	0 days ago	Decision	High	[Icons]

The **Trending People** tab displays the most engaged contacts for accounts in the Decision and Purchase buying stages

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Use the Recent Activities tab to surface inbound actions like form fills, specific web page visits and more.

Combine Filters & Search to find specific accounts

The screenshot shows the 6sense 'Recent Activities' dashboard. At the top, there are navigation tabs: 'Hot Accounts', 'Trending People', 'Recent Activities' (selected), and 'Recommended Actions'. Below the tabs, there are summary statistics: 17 Form Fills, 27 Events, Webinars, Meetings Attended, 71 Email Replies, 336 Web Visits, 69 Keyword Researches, and 291 Other Activities. A table below lists activities for several accounts, including 'Perseid Group' and 'Eartha Kitt'. Callouts point to various features: 'Date Range' (Last 7 Days), 'Search' (Search icon), 'Top Summary Filters' (Account Level Sales Activity, Reach Score, Buying Stage), 'Dashboard Filters' (Filter for Accounts that matter to you), and 'Report Filters' (Filter by Activity type, role, location, etc.).

Account	Person	Activity Date	Activity Type/Details	Contact Location	Latest Opportunity Status	Account Level Sales Activity	Reach Score	Buying Stage	Actions
Perseid Group	Grace Jones CEO	Mar 23, 2022	@ Web Visit (Known) https://6sense.com/essour...	Minneapolis, Minnesota	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Grace Jones CEO	Mar 23, 2022	Attended Webinar FY22_01_14 - Webinar - CM...	Minneapolis, Minnesota	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Eartha Kitt Marketing Manager	Mar 23, 2022	Form Fill standard responsive - skilljar	Oakland, California	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Eartha Kitt Marketing Manager	Mar 23, 2022	Email Click Clicked Link in Email: FY22-...	Oakland, California	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Myles Davis CFO	Mar 23, 2022	Email Open Opened Email: 2020_09_11 ...	-	Open	3 days ago	High	Decision	[Icons]
Perseid Group	Eartha Kitt Marketing Manager	Mar 23, 2022	Email Open Opened Email: FY22 - Direct...	Oakland, California	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Eartha Kitt Marketing Manager	Mar 23, 2022	Email Open fy22 - direct mail - book red...	Oakland, California	Open	0 days ago	High	Decision	[Icons]
Perseid Group	Myles Davis CFO	Mar 23, 2022	Email Open Opened Email: 2020_09_11 ...	-	Open	3 days ago	High	Decision	[Icons]

How can the Recent Activities Tab help you?

When you want to....

Focus on in-market accounts that may not be aware of your brand.

Apply these Report Filters:

- Account Reach: Low
- Buying Stage: Decision or Purchase

Prospect into accounts that have visited specific webpages such as the pricing page.

Search for the Webpage URL + Apply these Report Filters:

- Website Visited (Known) + Website Visited (Anonymous)
- Buying Stage: Decision or Purchase

Reach out to accounts where key personas have filled out forms or attended webinars.

Apply these Report Filters:

- Job Level: Director, VP, etc.
- Job Function: Marketing, IT, Operations, etc.
- Engagement Activity Type: Form Filled or Webinar Attended

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Find and engage crucial personas with the Recommended Actions tab

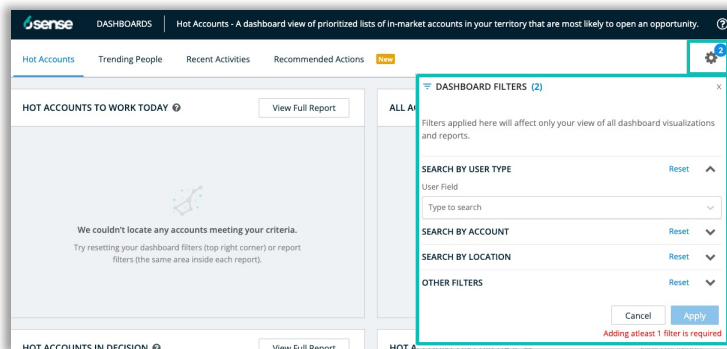
Account	People	Recommendation Reason	Contact Location	Last Engagement	Intent Score	Person Engmt Score	Days From Last SQA	Latest Opportunity Status	Persona Importance	Act	Actions
Perseid Group	Willie Nelson Director, Field Marketing & Sal...	High Intent	Alpharetta, Georgia	Mar 24, 2022 Email Open	72	91	1	Open	Strong	Sui Sci	[Add to Outreach] [Acquire]
Perseid Group	William Joel VP of Digital Marketing	Strong profile	Chicago, Illinois	Mar 24, 2022 Email Open	71	84	4	Prospect	Moderate	Sui Sci	[Add to Outreach] [Acquire]
Perseid Group	Donald McLean Marketing Operations Manager	Strong persona at high intent location	Lancaster, Pennsylvania	-	70	0	4	Prospect	Strong	Sui Sci	[Add to Outreach] [Acquire]

Add contacts to Outreach sequences

See which personas to focus on based on 6sense recommendations

- **Reach** – Engage contacts already in your CRM
- **Acquire*** – Add strong personas that do not exist in your CRM

**Acquire actions will not appear if the prospect account is subject to the GDPR or if your organization has disabled contact purchasing*



Not Seeing Your Accounts?

- Your organization might assign AEs as account owners
- If you're a BDR, you may need to filter by your AE's name first
- Sales managers can filter by multiple team members at once

Selected filters remain in place across the dashboard

Find the accounts that matter to you

Find your Accounts

User type: BDR/SDR
User Field: Your Name

Find Accounts in a Location

User type: BDR or Account Owner
User Field: Your Name
Location: Pick a Location

Add More Filters

Industry
Revenue Range
Employee Range, etc.