

Accounts Tab

Strategize with your AEs on Top Accounts from this list

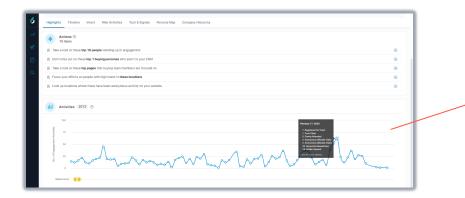
· Click on a new hot account and open Details Page to learn more

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	• >	Accenture Federal (Acce United States 名 小 小		Take a look at these top 10 people trending up in engagement +7			Don't miss out on these top 1 buying personas who aren't i	n your CRM
		Accenture LLP - A&C Par	O	Take a look at these top 10 people trending up in engagement +7			Take a look at these top pages that buying team members a	ire focused on

Highlights Tab

Hover over and click spikes on Activities Graph

· Which web pages were visited or keywords* researched?





Hot Account?

An account showing an increase in recent intent signals* and web visits, and matches relevant technographic, psychographic, and firmographic data



View all **anonymous** activity across the account from the **Highlights Tab** and **Timeline Tab**

* Requires Growth Subscription





Personalize your Message

Intent Tab*

Resonate with more people by knowing what the account cares about

- Focus on Keywords that have been researched the most
- Leverage to create relevant and meaningful messaging

Web Activities Tab

- See which account locations
 are visiting your website
- Use location to help find the exact people most engaged with your brand
- Discover which parts of your **solution/product** those visitors are **most interested in**

Tech & Signals Tab

Gather more intel

- Technographics: Is the account using complementary or a competitor's technology?
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- Psychographics:

What topics are they talking about on webpages and blogs?

• Job Postings:

Are they growing? What roles are they're hiring for? What **pain points** can be **gleaned**?





Learn More

Pro Tip

Filter on the last 7 to 180 days of activity



Keywords are configured by your organization

Branded:

your products/brand and your competitors

Generic:

broader, topical industry related terms, and buyer's pain points

Keywords are NOT Google Search terms!

Pro Tips

Use location data with Discovery or LinkedIn Sales Navigator to track down those possible Website Visitors

Contact Location is also available for **keyword** research activity

* Requires Growth Subscription





Persona Map Tab

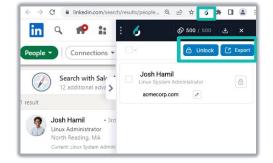
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- See breadth and depth of contact coverage.
- Identify key people within an account to engage with
- Uncover open space where additional contacts should be acquired

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Research people on LinkedIn or Sales Navigator

- Launch Chrome Extension and use credits to unlock contact information
- Export into CRM or SEP to acquire them.





Explore **Actions** you can take

Click on a person's name to view **contact details**, **activities**, and **talking points**

Credits

Unlocked contacts remain available to your entire organization for 12 months

No credits charged to export during the 12month maintenance period





Click on a person's name then click Details Page

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• Explore more information such as skills, interests, experience, and education

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• Unlock contact information and Export into CRM or SEP

You are ready. Reach out and get those meetings booked!

Learn More

Further prospect across accounts.

Return to the **Dashboard** and explore filtering tools to find more accounts that may be bubbling up from the Accounts and Recent Activities* tabs.

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