



Sales Productivity: A Deep Dive into Daily Success

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What We'll Cover

- Introduction
- Using Demandbase ABX for Sales
- Win Story!

Kevin Rooney

Sales Leader | Alignment | Strategy

Kevin has been part of the SDR team at Demandbase for 8+ years. He started as an SDR and has first hand knowledge on how to best utilize an account-based selling strategy. He and his team are customer 0 and utilize Demandbase in their day to day to drive pipeline based on the insights they see.

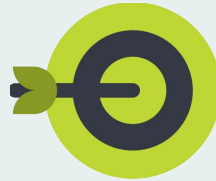


How Leading Sales Organizations Leverage Demandbase



SALES & MARKETING ALIGNMENT

How engaged & aware are my
teams accounts



WEEKLY FOCUS

Which Accounts & Contacts
should I be Focused on this
Week?



OUTBOUND ALIGNMENT

Aligning with team on where
to focus time & energy,
constantly communicating

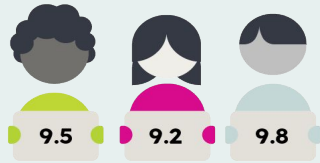
Prioritization

Why Use Engagement Insights?

A Wider Spectrum for Prioritization + Personalization



Inputs Used When Prioritizing Accounts



QUALIFICATION SCORE

The likelihood of ever becoming a customer



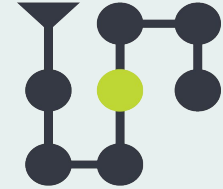
PIPELINE PREDICT SCORE

Highest propensity to become an opportunity in the next 30 days



ENGAGEMENT SCORING

Assigned point system for specific levels of engagement



JOURNEY STAGES

Specific junctions in the buying cycle

SDR Workflow & Efficiencies

Account Based Insights for Sales

Make it Easy with workflows designed to deliver insights in the channels you live in

1

Email Digests

Demandbase
North America Qualified Accounts
08/23/2020 - 08/31/2020

Top accounts this week
08/23/2020 - 08/31/2020
Have you reached out to these accounts yet? These accounts have a high pipeline predict score (likely to become customers within the upcoming month), high qualification score (fits your ideal customer profile) high Engagement Minutes and relevant intent.

Top People
08/23/2020 - 08/31/2020
Have you reached out to these folks yet? The people listed below have the highest engagement minutes, start contacting them!

- Barry Raskin** @entirex
Director Marketing Operations, Agile Assets
Responded to Live chat - booked meeting via drift
Responded to Direct Mail - Coffee Gift Card
Responded to Q120-WBN-ABM-Tour-ON24-Session-Live
- Elizabeth-Lynn Bertson** @sprint
Chief Risk Officer, Brand Protector, Sprint-Nextel
Responded to Q120-CON-Playbook-ABM-for-Sales
Responded to Corporate Events - ABM Connected
Responded to Q120-INBQUIND-Schedule Demo Request from ABM-Promo.
- Christina Lamb** @symantec
Field Marketing Manager - ABM, Symantec
Responded to Q120-CON-Playbook-ABM-for-Sales
Responded to Q120-WBN-ABM-Tour-Brian-Mimi-Live
Responded to Q120-WBN-ABM-Tour-ON24-Session-Live

2

Salesforce iFrame & Dashboards

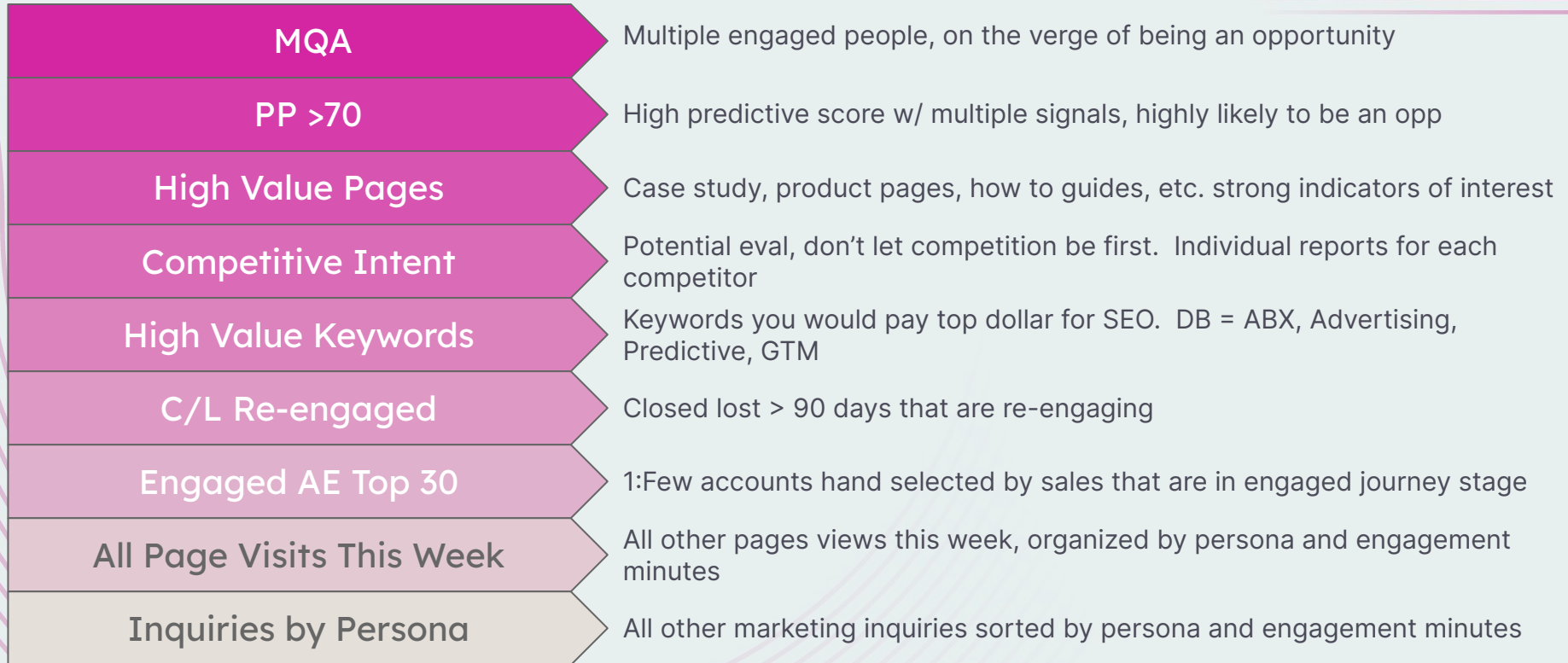
Salesforce iFrame & Dashboards showing account insights and data visualizations. The interface includes a navigation menu with options like Sales, Home, Opportunities, Leads, Accounts, Contacts, Ad Campaigns, Reports, Dashboards, Chatter, File, and Contracts. The main content area displays account details for Demandbase, including a Deal Story, Sales Forecasts, and Account Insights. A funnel chart is visible under Sales Forecasts, and a table of Account Insights is shown below.

3

Real-Time Slack Alerts

Slack Real-Time Alerts showing account web traffic and messages. The interface displays a message from Demandbase with the subject "Alert: Account Web Traffic". The message content includes the account name "Uber Technologies, Inc.", a link to a support article, and a list of known web visitors.

Order of Operations



Email Digest

MAR-01-SDR-MQAs-No-Sales-Touches-Last-1-Month for MAL-SDR-Manager-Accounts-Sean-and-Carmel
 MQAs that have not been touched by Sales in the past 1 month

Account Details

429

MAR-02-SDR-PreMQA-PP-Score-Above-70 for MAL-SDR-Manager-Accounts-Sean-and-Carmel
 Accounts with 70+ PP Score that have yet to hit MQA and no Sales Touches in past 1 month

Account Details

231

MAR-03-SDR-PreSQL-High-Value-Page-Visits for MAL-SDR-Manager-Accounts-Sean-and-Carmel
 Mktg/Sales Personas (Director+) from PreSQL Accounts with High Value Website Visits in past 3 months

Person Details

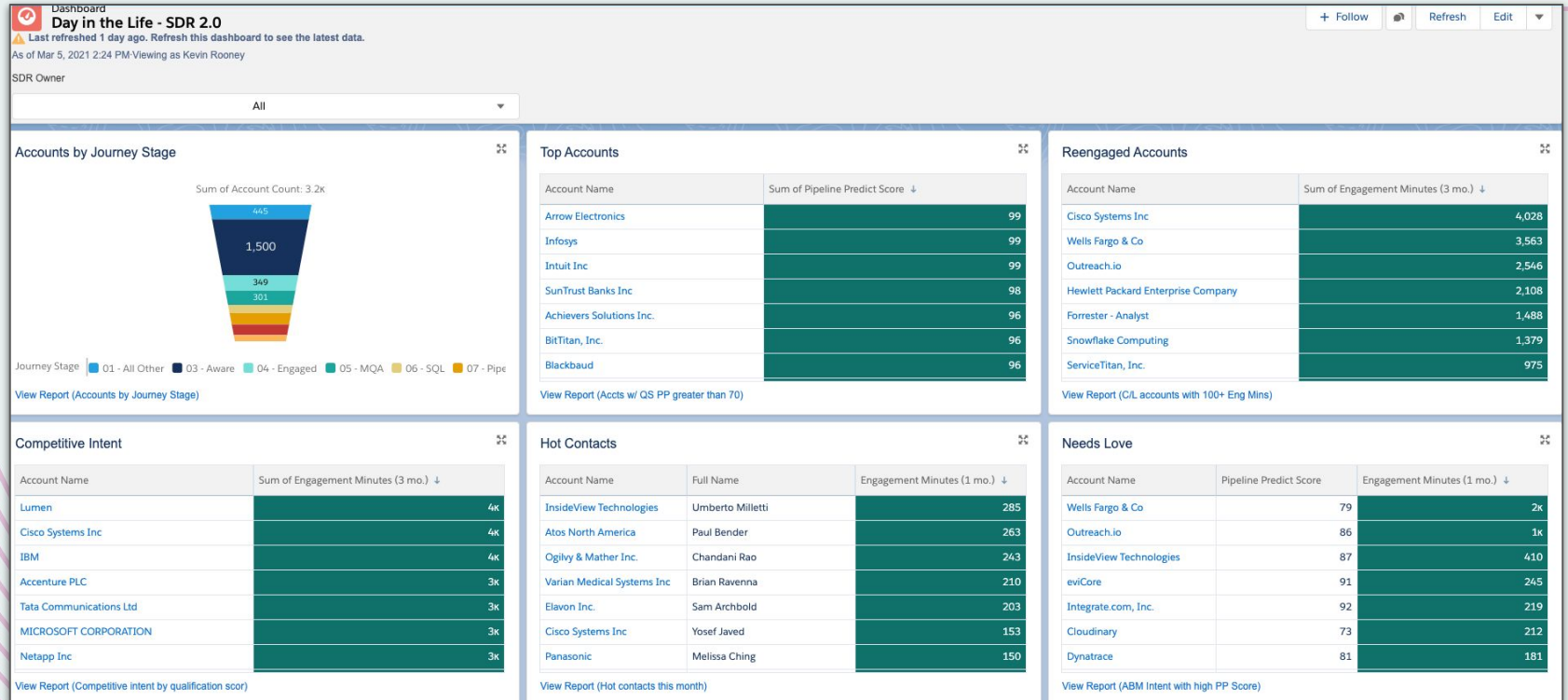
136 [People](#) | [See Full Report...](#)

Name	MAS-Account-Tier (Segment)	Journey Stage	Full Name	Title	Marketing Engagement Minutes (3 mo.)	SFDC Owner Id
	Tier 2 (AE Top 30)	MQA		Director, Business Development	24	Kayla Cullivan
	Not a Target	MQA		Head of Demand Gen	10	Kayla Cullivan
	Tier 2 (AE Top 30)	MQA		VP NA Enterprise Marketing	131	Kayla Cullivan
	Tier 2 (AE Top 30)	Engaged		VP of Marketing & Demand Sales	122	Kevin Merrill
	Tier 3 (DB4K with Subsidiaries)	MQA		VP North America Marketing, Digital and Marketing Operations	20	Rory Costello
	Tier 2 (AE Top 30)	MQA		Head of Global Digital Marketing	3	Nathaniel Hoshal
	Tier 4 (ICP)	Aware		Director of Global Marketing	2.0	Patrick Boyle
	Tier 1 (AE Top 5)	MQA		Director, Global Sales Development	17	Amanda Pham
	Tier 4 (ICP)	Aware		VP of Marketing & Demand Gen	5	Samuel Maxwell
	Tier 1 (AE Top 5)	MQA		Director Of Demand Generation	30	Kayla Cullivan

[126 more People](#)

- Set-up daily email digest
- Include fields to stack rank list like account, contact, title, account priority tier, engagement minutes, etc.
- Utilize a sales touch filter to create “zero out” lists → show me all accounts that haven’t been touched this week

Create Your Dashboard & Email Digest

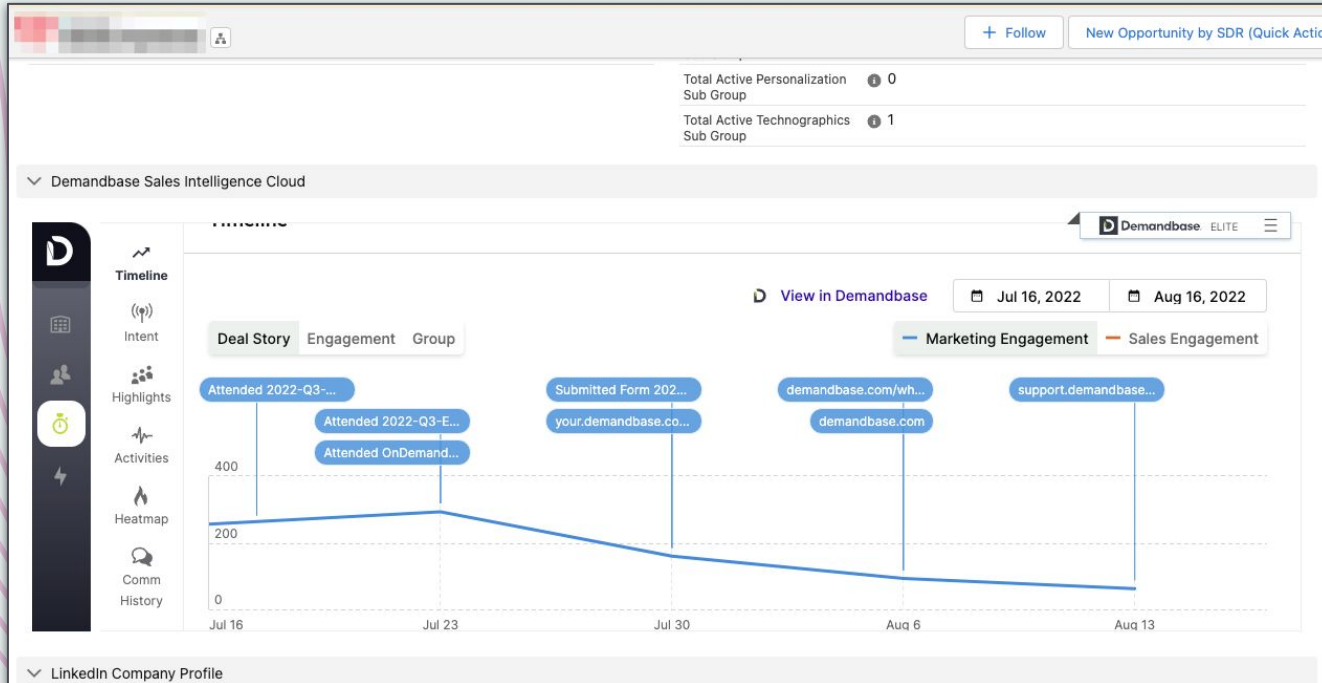


View Company Insight on the Account

The screenshot displays the Demandbase Sales Intelligence Cloud interface. At the top, there are navigation options: '+ Follow' and 'New Opportunity by SDR (Quick Action)'. Below this, the company is identified as a 'Sub Group' within 'Total Active Technographics' (1) and 'Sub Group'. The main header reads 'Demandbase Sales Intelligence Cloud'. On the left, a sidebar contains navigation icons for Overview, Industry, Financials, Family Tree, Similar Companies, and Tech Profile. The main content area shows the company's profile: 'Public (NASDAQ: [redacted]) | Global Parent' in the 'Multimedia and Graphics Software' industry, with a market cap of '\$16,693 M (TTM, FYE: December)', 25,988 employees, and 68 similar companies. A '2,153' notification badge is visible. Key metrics include '24,161 Contacts in this record' and '27,614 family tree contacts'. A donut chart shows 'Top Job Functions': Information Technology (7,751), Sales (2,974), Marketing (2,340), Consulting (1,709), and Research and Development (856). Below this, '989 Connections' are listed. On the right, there are buttons for 'Update CRM', 'Wrong Info?', 'Download PDF', and 'Follow'. The 'High Intent Keywords' section lists 'data com', 'email campaign', 'adwords', and 'programmatic advertising'. The '25 Company News' section features a headline: 'Editing Photo Software and Services Market to Eyewitness Huge Growth by 2028 | DXO Optic... Digital Journal | Aug 17, 2022, 3:53:59 AM PDT' with '16 Research & Development' tags. A snippet of another article is visible: 'Higher Education Market to Witness Massive Growth by 2029 | [redacted]'.

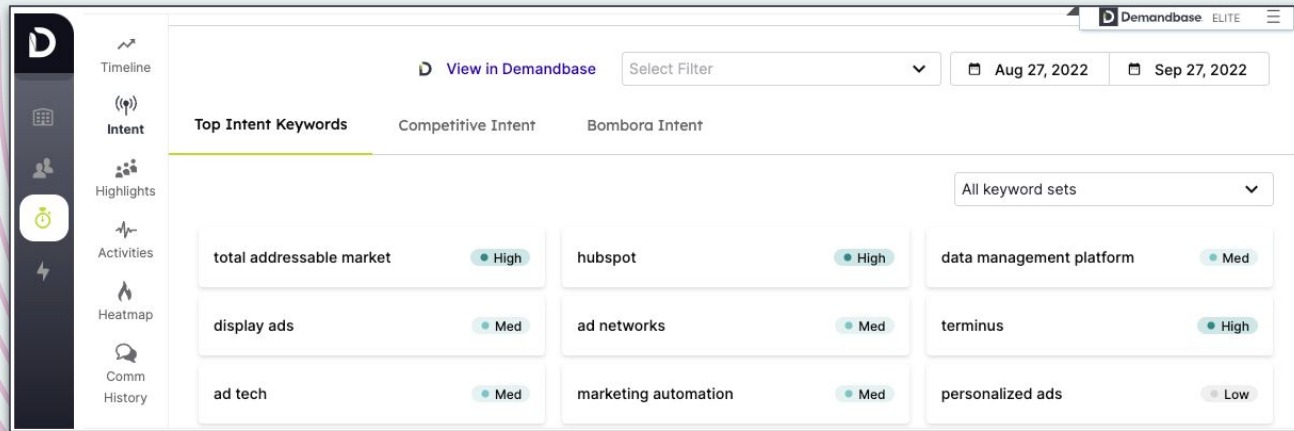
- Easy access company level details
- Company news, intent, and common connections
- Industry section shares challenges, trends and even discovery call questions

Check Recent Engagement



- Easy access to the most recent engagement
- Hover over timeline to dive understand if the activity was known
- Deep dive into intent and specific known & unknown activities

See Specific Intent



- Understand intent being researched
- Prioritize intent that is the most important to you
- Create keyword sets for different product types, BUs, segments, etc.

Uncover Top Engagements

Highlights

[View in Demandbase](#) Jul 1, 2022 Sep 28, 2022

- 9**
- Became Viewed Content in Q418-CON-PTR-A...**

- 7**
- Gen manager,**
- Registered for 2022-Q3-EVT-SFMOMA-Wome...**
- Visited 2 web pages**

- Understand intent being researched
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- Create keyword sets for different product types, BUs, segments, etc.

Find More Contacts

The screenshot displays the Demandbase Sales Intelligence Cloud interface. At the top, there is a navigation bar with 'Account', 'People', 'Engagement', and 'Insights' tabs. The 'People' tab is active. Below the navigation bar, the 'People' section shows a search bar and a filter for '9 Current' and '10 Former' contacts. A 'Family Tree' sidebar on the left allows filtering by company (Demandbase, Inc., DemandMatrix Inc., Engagio Inc., etc.) and job function (Marketing, Sales, Accounting and Finance). The main content area lists three contacts: Jackie Palmer (Vice President, Product Marketing, 92 Connections), Jason Moore (Vice President, Product Design, 73 Connections), and Juan Alvarado (VP, Advertising Cloud, 91 Connections). Each contact entry includes a profile picture, name, title, location, company, and connection count.

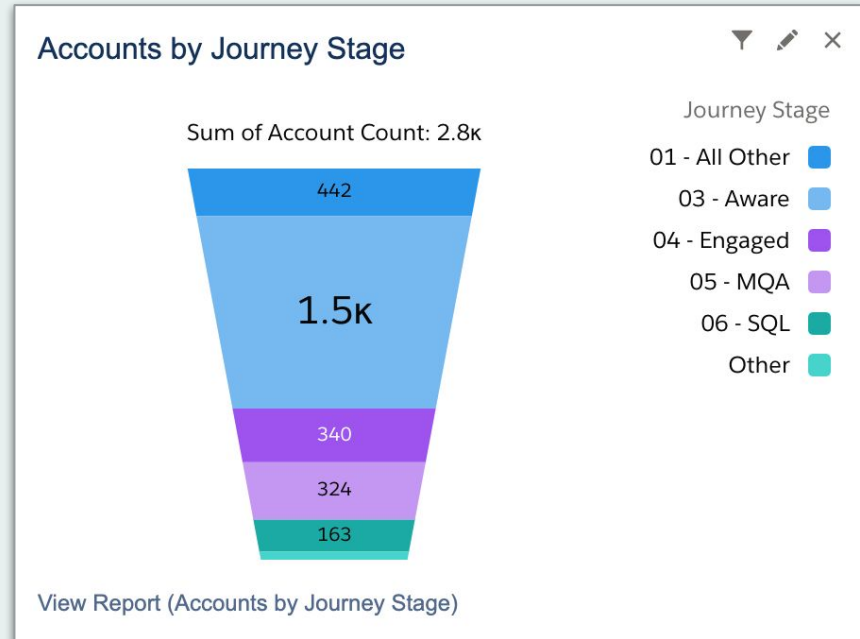
Contacts (9)	Contact Information
<input type="checkbox"/>	Jackie Palmer Vice President, Product Marketing San Francisco Bay Area, San Mateo, CA Demandbase, Inc. 92 Connections
<input type="checkbox"/>	Jason Moore Vice President, Product Design Bozeman, MT Demandbase, Inc. 73 Connections
<input type="checkbox"/>	Juan Alvarado VP, Advertising Cloud Greater New York City Area, New York City, NY Demandbase, Inc. 91 Connections

- Search based on title, function, level, location
- Sort for confirmed email + phone numbers
- Find connections within your internal network

Win Story!







Gather Intel

1. Journey Stage - MQA



Gather Intel

1. Journey Stage - MQA
2. Pipeline Predict - **Highly Likely**

 [Redacted] Highly Likely 99%	 [Redacted] Highly Likely 98%
 [Redacted] Likely 92%	 [Redacted] Likely 91%
 [Redacted] Likely 87%	 [Redacted] Likely 86%

Gather Intel

1. Journey Stage - **MQA**
2. Pipeline Predict - **Highly Likely**
3. Role Engagement - **CX/VP**

	Marketing - Executive	Sales - Reps	Marketing - Other	Marketing - DG and Field	Marketing - Digital and Web
Totals	231	23	5	3	3
Campaign Response	175	23	4	3	3
Page Visits (Anonymous)	0	0	0	0	0
Page View	55	0	1	0	0
Event	0	0	0	0	0
Demandbase Keyword Intent	0	0	0	0	0

Prospecting on LinkedIn Sales Navigator

1. Company Name
2. Keyword: "Demand Gen"
3. Seniority Level: CX/VP
4. United States

The screenshot displays the LinkedIn Sales Navigator interface. On the left, the search filters are visible: Keywords set to "demand gen", Geography set to "United States", and a "Clear (2)" button. The main results area shows 1 total result, which is a profile of a person in Boston, Massachusetts, with 23 connections. A feedback prompt asks if the search results were helpful, and navigation buttons for "Previous" and "Next" are present.

Keywords
"demand gen" x

Filters Clear (2)

Custom Lists +

Past Lead and Account Activity +

Geography
Included:
United States x
Within: Region ✎

Relationship +

Company
Included:
Within: Current ✎

1 Total results

1 Connected to people in your network

1 Posted on LinkedIn in past 30 days

1 Share experiences with you

Select all [Save to list](#)

[Message](#) ...

1 year in role and company
Boston, Massachusetts, United States

23 connections can introduce you

Did this search show you the results you were looking for?
Your feedback helps us to improve results.

< Previous **1** Next >

1:1 Email Example

[Redacted] I recently listened to the [B2B Growth show](#) you were recently featured on chatting about the current status of personalization.

I too ditched a few hobbies during quarantine myself (guilty 😬), but I did however purchase a bicycle back in April.

In the podcast you mentioned personalization is done right when relevant.

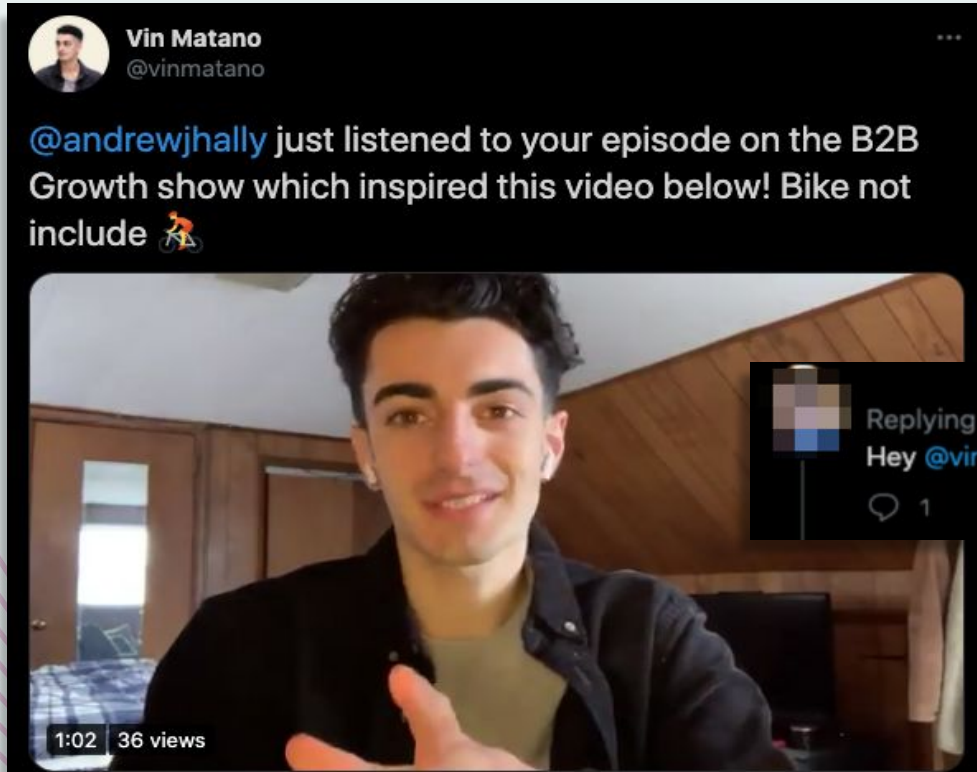
One of the ways Demandbase identifies relevance from our target accounts is by **intent**.

We can use intent data to identify which companies are in-market for [Redacted] and understand where these accounts are throughout the funnel, to understand who to reach out to, when to reach out, and what to say.

With *56% of ad performance is based on creative*, do you think something like Demandbase that can better influence Bynder's ad strategy is worth taking a deeper dive?

Either way, loved the podcast! Thanks for dropping gems!

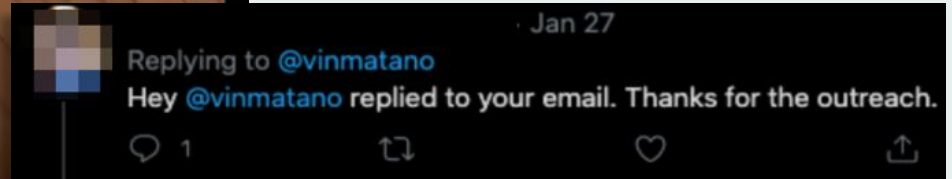
Multi-Threaded Outreach



Vin Matano
@vinmatano

@andrewjhally just listened to your episode on the B2B Growth show which inspired this video below! Bike not include 🚲

1:02 | 36 views



Jan 27

Replying to @vinmatano
Hey @vinmatano replied to your email. Thanks for the outreach.

Meeting Booked!

Yeah really enjoyed the capabilities DB had during my time at [redacted] so curious what you guys have done to improve the platform since then. Also missed the conferences that our teams would run into each other at!

I want to bring in our lifecycle marketing manager [redacted] who is leading the global efforts to operationalize the buying signals out there. Would be interested in just an exploratory call.

Thank you!