

THE NEW WAY TO DELIVER MORE SALES-QUALIFIED ENTERPRISE LEADS

# AGILE ACCOUNT-BASED GROWTH

## ARE THESE FAMILIAR SITUATIONS?



Pipeline and revenue goals are huge, but resources are scarce.



Sales and marketing don't align, information gaps and 'black holes' exist.



Marketing has an ABM platform but can't use it to its fullest.

## AGILE ACCOUNT-BASED GROWTH — A REAL USE CASE

»» Uncovered and contextualized all (including hidden) customer data from all tech stack and account managers.

»» Blended it with intent data to create target account list.

»» Helped craft account-targeted campaigns and creatives based on contextualized data.

»» Initiated human-based outreach to key buying committee members and set up a discovery call between a prospect and sales manager.

»» Constantly aligned with account executives and marketing.

»» Helped customer support upsell, once prospect became a client.

RESULT »»

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5 SQOS IN 2 WEEKS FOR AN INDUSTRIAL SOFTWARE ENTERPRISE

## HOW INFINITYN DELIVERS VALUE



Uncovers key insight from all your tech platforms, adds actionable insights from external sources about prospects and customers.



Aligns with account executives to contextualize insights and helps craft ABM campaigns.



Gets right to C-level decision makers and finds challenger customers. Qualifies/nurtures them, and sets up discovery calls.



Follows through with customer success to create future business opportunities.

## WHY THIS IS GREAT NEWS FOR ENTERPRISE GROWTH



### BOOSTS

marketing's contribution to revenue KPIs.



### MAKES

sales' job more efficient with better sales support.



### HELPS

align account executives' work with your marketing team. Marketing & sales alignment happens automatically.



### COMPLEMENTS

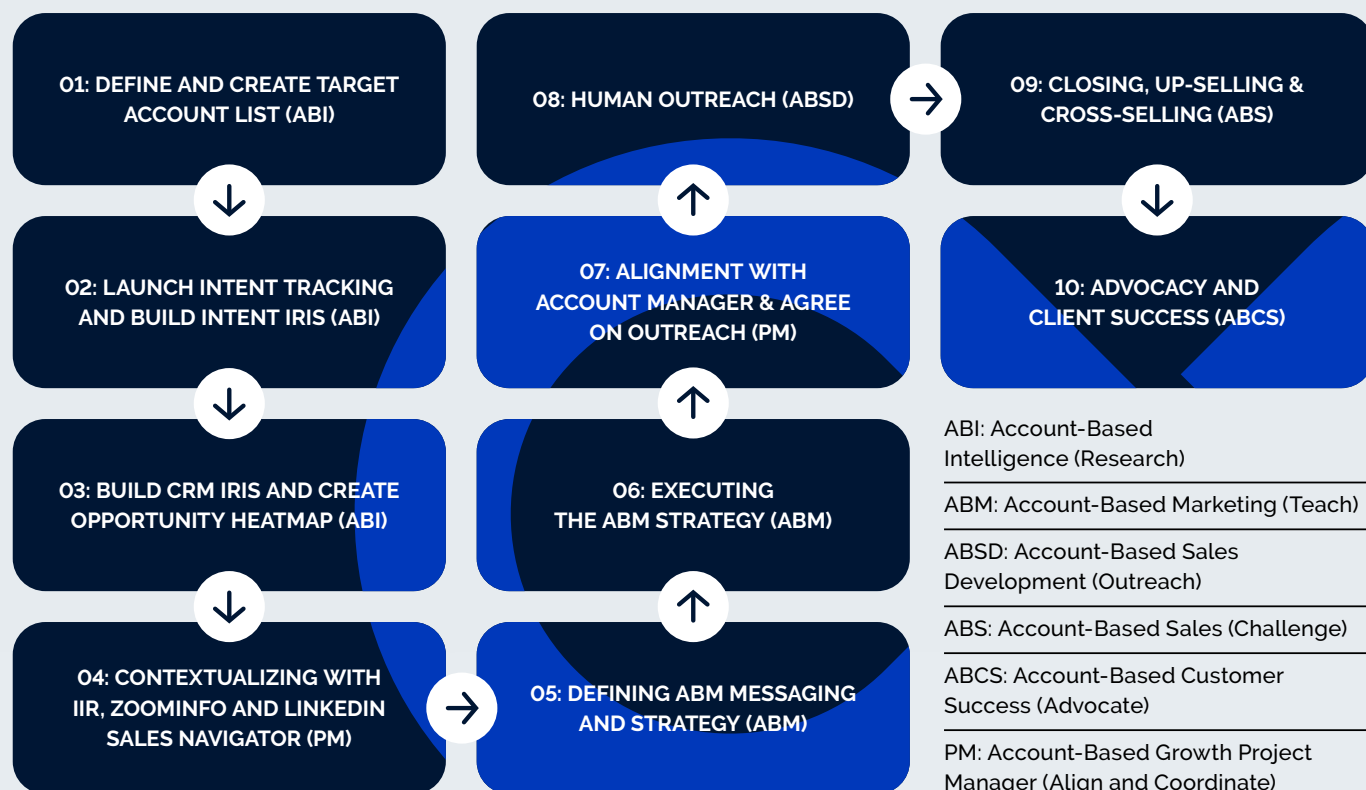
builds on and maximizes existing ABX initiatives.

## HOW IT WORKS



Agile Account-Based Growth is our proprietary methodology that involves setting up small, multi-talent teams called agile pods. These pods dock on to your sales or marketing organization to execute market research, sales development and ABM plays. These growth-processes, complemented by account-based sales and customer success create a perpetuated flywheel of expansion.

## THE STEPS OF THE PROCESS



We use the Intent Iris to uncover and map new demand, and contextualize it with existing information about key clients' past and current behavior.



Our agile pod constantly aligns with Account Executives and marketing to fill information gaps and discuss the course of action based on the findings.



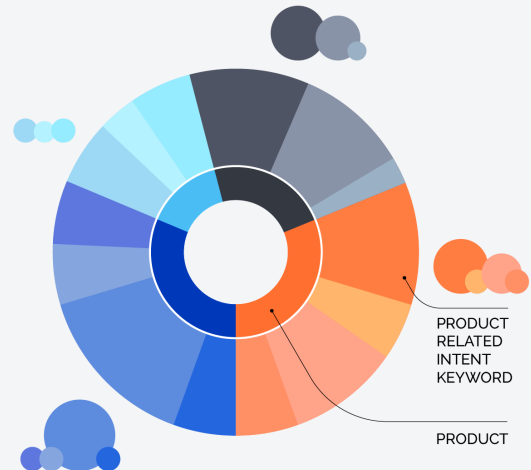
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## REAL-TIME COMPANY INTEREST

RELEVANT KEYWORDS  
TO BE TRACKED

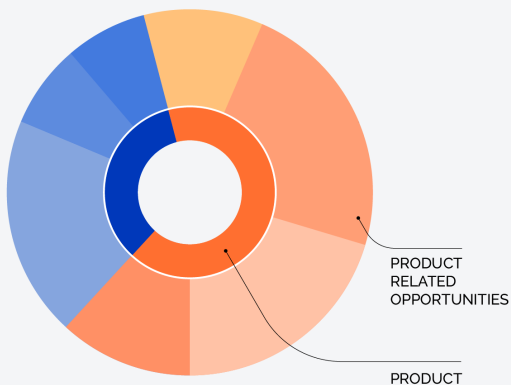
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## INTENT IRIS REAL-TIME PRODUCT INTEREST



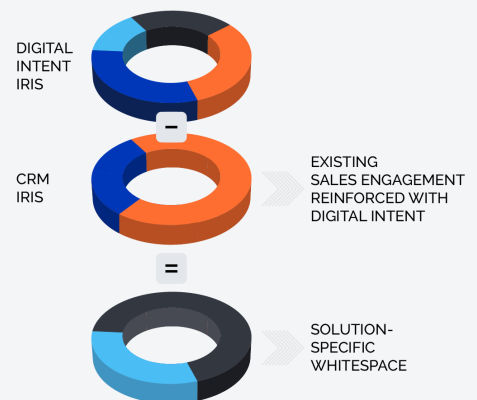
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## CRM IRIS CURRENT SALES ENGAGEMENTS / OPPORTUNITIES



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## OPPORTUNITY HEATMAP



We can also create  
targeted campaigns on  
various platforms.

When the best course of action in an account's sales cycle is  
the direct human outreach to buying committee members, our account-  
based sales developers can execute on that at the right moment.

**CONTACT US** >>> LET'S EXPLORE WHAT WE CAN DO FOR YOUR GROWTH