Agenda

2022 is all about Revenue Ops

After investing in RevOps, B2B companies report:

100-200%
increase in digital marketing ROI

10-20%
increase in sales productivity

10%
increase in lead acceptance

15-20%
increase in internal customer satisfaction

30%
reduction in GTM expenses

Source: *BCG Global*

Why Lead Lifecycle?

Modern B2B buyers' expectations for vendor interactions are increasing rapidly.

B2B buyers expect a truly frictionless, B2C-like, buying experience in every SaaS evaluation.

Must-haves:

1. **Timely** communication throughout the sales cycle

2. **Personalized** campaigns

⏱️ **42 hrs**
average sales response time for B2B companies

💰 **78%**
of prospects buy from the company that responds to their inquiry first

⭐ **20%**
sales increase from personalized campaigns

Source: spectrm.io

Let's take a look at the Lead Lifecycle today…

Challenge with Lead Lifecycle today

Manual Processes

Point to Point Solutions

Out of the box Integrations

~20%-30% loss

in revenue per year due to inefficiencies across applications and departments

Source: IDC

A new approach to Lead Lifecycle through Low Code Automation

A *cloud-first approach to automation*

Recapture lost revenue by exceeding buyer expectations at every touchpoint

Seamless API integration into your best of breed tech stack today (and tomorrow)

Flexibility to handle complex business requirements and large spikes in volume

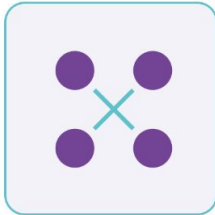Greater transparency into bottlenecks

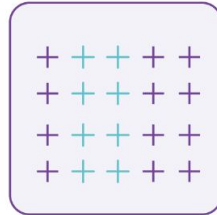# A new approach to Lead Lifecycle through Low Code Automation
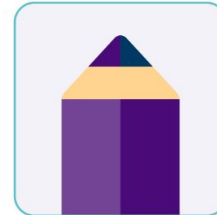
Lead Lifecycle: Jobs to be done

Capture

from any source

Cleanse

before create

Record

in source of truth

Engage

at the right time, with the best message

Easily Capture

Leads come from a variety of sources which often change as marketers find new channels and platforms that fit their strategy – so you need instant flexibility and speed in how you ingest them.

Why Low Code Automation?

1. Ingest leads from any source

2. Rapidly stand up new sources

3. Quickly spot ingestion failures

4. Simplify self-service list uploads

Preemptively Cleanse

The best way to prevent data quality issues is to do so **before** they're written to a source of truth and synced across your systems. Whether it's removing invalid emails, weeding out non-marketable prospects, or cleaning up bad data values – low code makes it easy to cut these issues off preemptively.

Why Low Code Automation?

1. Centralized email validation

2. Normalize data to acceptable values

3. Filter out unmarketable leads

Consistently Record

Assessing lead performance and enacting change requires the consistent capture of clean data in your source of truth system.

This is best accomplished with a service-oriented architecture where centralized processes that capture key data have a specific function (e.g., lead creation, campaign attribution) and are highly reusable.

Why Low Code Automation?

1. Quickly integrate other systems into your business processes

2. Greater confidence in where leads sit in the funnel

3. Troubleshoot issues more easily by having fewer places to look

4. Rapidly deploy changes to business rules

Key processes

- CRM record creation
- Account matching
- Attribution
- Enrichment
- Scoring
- Status changes
- Data syncing

Orchestrate Engagement

Prospects today expect prompt and personalized follow up. Delays or ill-informed communications here put friction in the buying journey that hurt your team's chances at generating qualified leads.

A high performance revenue funnel means engaging based upon where they are in the journey and easily spotting bottlenecks in your process.
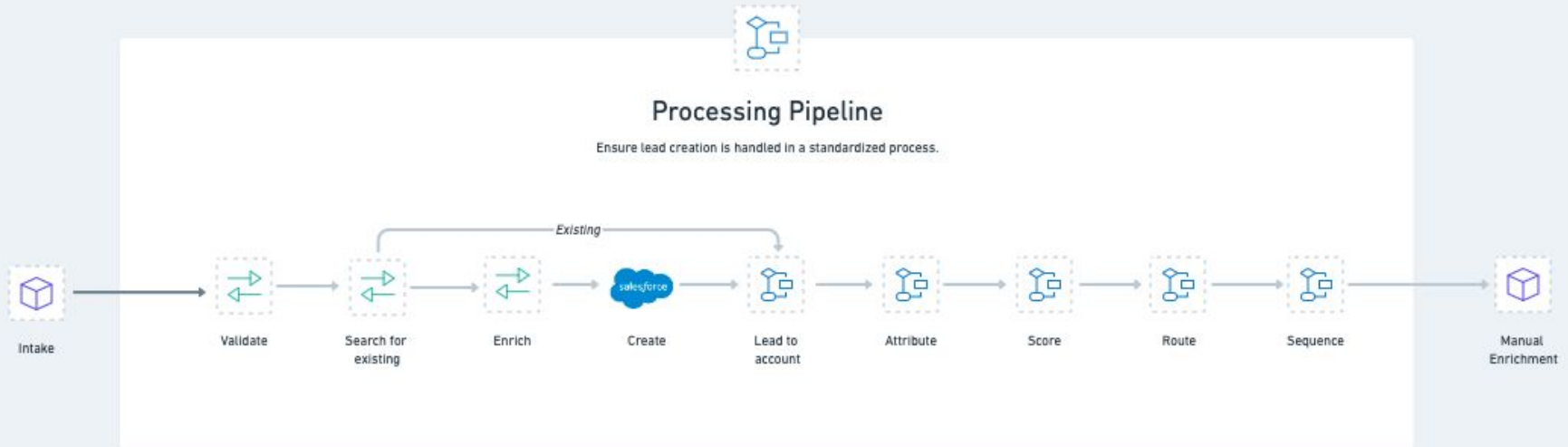
Why Low Code Automation?

1. Faster, more reliable routing to sales and follow up with prospects

2. Greater control over sales outreach process

3. Listen for and aggregate intent signals from multiple sources

Key processes

- Routing
- Sales engagement/outreach
- Intent-based orchestration
- Qualification

Let's take a look at the Lead Lifecycle today…

Processing Pipeline

Ensure lead creation is handled in a standardized process.

Existing

Intake → Validate → Search for existing → Enrich → Create → Lead to account → Attribute → Score → Route → Sequence → Manual Enrichment

Accelerating R&D to building the most powerful low-code platform

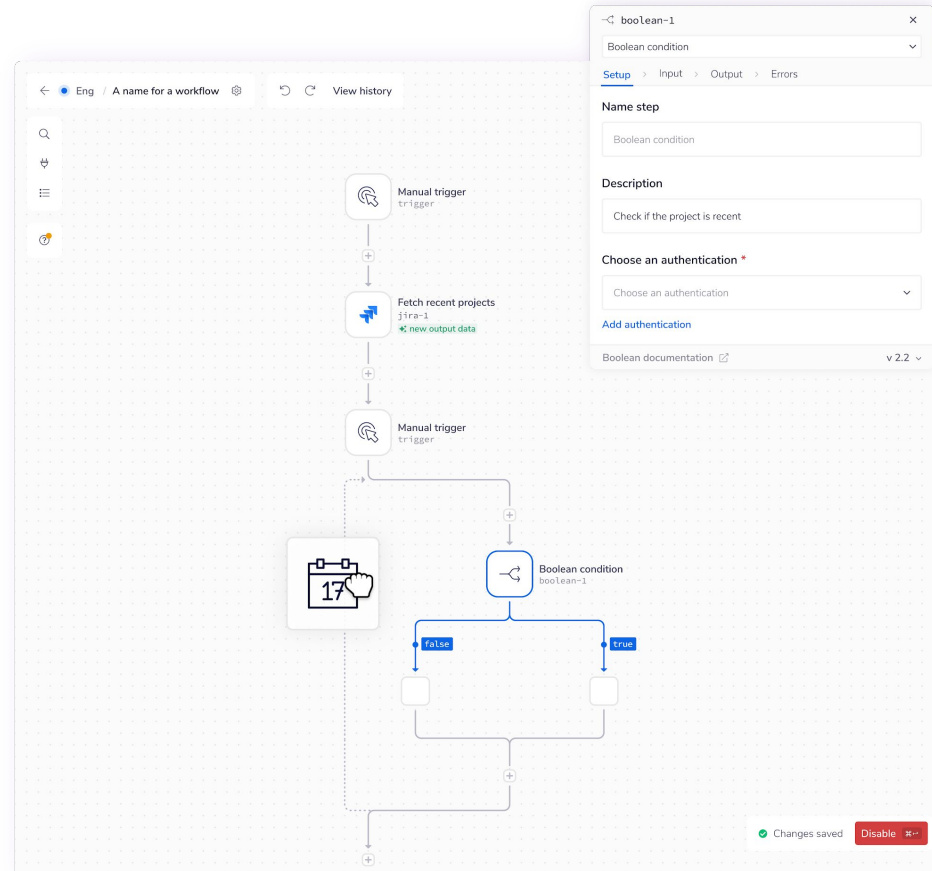
Integration and automation

User experiences

API-first connectivity

Self-service marketplaces

Resilience and scalability

Governance and security

Transforming RevOps across every touchpoint

25% boost to Q2C velocity

Sales/Finance

3X faster lead response

Marketing

10X more sales insights

Marketing

20X faster onboarding

Customer Success

24 weeks saved client revenue reporting

Customer Success

From 12 hours to real-time onboarding

Customer Success

100s hours saved in manual lead management

Marketing

Freed up 5 onboarding specialists

Customer Success

Questions?