Xyz + abc Health Demo

Nathan Sagett with abc
Recorded on Apr 18, 2024 via Zoom, 1h 1m

Participants

xyz
Nathan Sagett, Senior Commercial Account Executive

abc
Matt Hodges, VP of Marketing

Transcript

0:00 | Matt
how's it going?

0:03 | Nathan
Living.

0:03 | Matt
the dream?

0:05 | Nathan
Yeah.

0:06 | Matt
Better. I would probably get some work done. A man, I'm in a wall of meetings like there. We've got, a bunch of customer meetings coming up and I'm just getting pulled into every, everything preparation for it. And it's killing me so.

0:22 | Nathan
Are you being brought into a lot of customer meetings?

0:28 | Matt
Yeah. I tend to be there in one way shape or form… so.

0:35 | Nathan

Nice. What's what's the role you're plan?
0:40 | Matt
I come in with a marketing bend, user adoption ways to improve it… showcasing benchmarks against, you know, other customers and stuff like that. So I put on kind of… a conversion optimization had, I guess, and then I talk and then I'm kind of like our resident primary care expert too. So, yeah.

1:05 | Nathan
So you get your hands full. It sounds like.

1:08 | Matt
Trying to get some of it off my plate. Yeah.

1:13 | Nathan
Nice. Is, is, Trevor?

1:18 | Matt
Did I invite him? I did not invite him? I.

1:22 | Nathan
no worries. Okay. I don't know. I used, the e-mail that you accepted when I originally sent over the invite because I think I invited the, Matt dot Hodges at abc health. Dot com.

1:37 | Matt
Yeah, that's me.

1:39 | Nathan
And then it looks like.

1:45 | Nathan
there is another one, the math that Florence O. S. Com accepted. Yeah.

1:51 | Matt
I've got three different emails. So, at Hodges at Florence OS is still technically our google. So if you all use Gmail google apps, it probably is gonna force back what the actual account is because technically my abc one is still an alias because we haven't converted our google environment yet.

2:09 | Nathan
Shooting it over to the Florence one then from now?

2:12 | Matt
No, I mean, it's all the same. Yeah, if you don't mind getting like an odd like different domain

back us on the big deal.
2:20 | Nathan
Yeah, no problem by me but no, that sounds.

2:23 | Matt
You, you can e-mail Matt dot Hodges at zypnosis. Dot com, and get me some.

2:27 | Nathan
I'll hit them all. I'll make sure we get all three on, but sweet, well, if it's just gonna be the two of us, we can kick things off. That sound good?

2:35 | Matt
Yeah. I think he's… I'll see if he wants to join. I know he's busy.

2:43 | Nathan
No worries. Has he been involved in some of the conversations with like lassa or tech target?

2:53 | Matt
Yeah, yes.

3:00 | Nathan
Worst case scenario, what we can do is send them a recording this and I can.

3:06 | Matt
I mean, it's more like it's more just so he can kind of be aware of options. Yeah, it's not like that. I have to. So.

3:17 | Nathan
cool. Again, we'd love to obviously get him involved assuming that he's available. And when we schedule any further calls, we can more than happy to include them. But awesome. Let's I guess just kick things off. But I was thinking today, Matt, like I don't goal of what I thought would be a productive call would be really just walk you through a six sons gonna help you know, you, your team more effectively identify the accounts that are actively shopping for a fabric, and boost the metrics that your team cares about. The ones that you shared with me on the last call. Most importantly, like you walk away from this call like excited that xyz can help that that's sound good?

3:54 | Matt
Yeah, sounds good.

3:56 | Nathan
Awesome for just a agenda put together a few slides just to provide like a little bit of context as to like how we're gonna be able to help solve for those areas of opportunity, that I uncovered

from our call from the other day, we'll dive into the demo where we'll spend like the majority of the time. And then we'll wrap with some pricing and some next steps. So where we're going to focus the time is gonna be a lot of on the marketing side. First, obviously given your role where you would operate time permitting, I can get into like where sales might operate if we see fit, but we can also leave that as a follow up step depending on I was thinking we can like as a follow up step, get deeper into the platform like bring out other folks from your team who would have an opinion on the sales side, marketing side, whatever we see fit. But.

4:42 | Matt
I would love to get a glimpse at it. I mean, I spent like six years of my career as a recruiter. So, and I still sell some today. So it would be good. I don't know… it's gonna take just because, the sales were being built like depending on them, to want to add something else to their list, is probably low. So I would rather grasp it. So I can understand it, if I see the value in it. So I can do some internal positioning because part of, yeah, I think that's the short answer they're just like they're hiring and trying to get people on boarded. And so adding another tech stack into it is via maybe later. But if.

5:30 | Nathan
so that sounds like a great plan. I was honestly thinking like oftentimes with these types of conversations like we'll keep at high level to start and especially like as you see like the sales side being a potential fit like that could help build your business case internally. As this being like a future proof solution where it's like where the Immediate use case is gonna be on the marketing side. Like guys like future state when we start to marry. The two here's how the sales team can operate using the same data set and really making sure that we're operating and kind of just like the same direction. So more than happy to spend some time there but… cool. Well, in which case, I prepared like two three slides to cover just because I want to clarify a few things that I want to show today. So I'm gonna share my screen with you really quick. All right. Are you able to see that sweet I'm, not going to regurgitat everything because obviously we had this call just two days ago. But like I'd love to start with what I took away from that conversation and it sounds like you're at an inflection point abc right now, like newly formed organization, just raise some money. Like you're building on your marketing strategy. Like ABM is gonna play a crucial role here like the surface level challenges you mentioned like narrow total addressable market, like long deal cycles, lacking visibility, like within that addressable market of who's actually shopping for a solution like abc like what I uncovered. And I think is like the bigger problem here is that there's a pipeline gap. And right now, if like you don't have a solution or anything to kind of change that like the team is not in a position, to hit aggressive future revenue targets just to confirm like you mentioned that there is enough pipeline to hit your goal for this year, it's next.

7:19 | Matt
Yeah, yeah. I would say we are ahead of schedule on what we need to do to hit aggressive goals. And… I think where it starts getting interesting is the second half of the year. Have we done enough in the first half in order to make the second half of the year? But we're going to have a record here either way right now. So… so, my statement in that is like if we don't have enough to go into the second year, it speaks to the inefficiency. But it's not really that big of a

surprise because we didn't really turn the lights back on until the beginning of this year. So we're playing from behind to some degree and I don't know to what degree we're gonna be playing behind in 2025 but I'm thinking 2025 at this point because I, in my mind, I'm already over half way through this year from a marketing perspective. Yeah. So where would you like?

8:13 | Nathan
Like draw the line of like the delineation of like why you're going to have a record year versus like where it might be like a little bit risky in maybe six months from now?

8:28 | Matt
Because what was built on the backs of a really small team, and, in a pop off of the rebrand and the visibility and everything that we had going. So just because we rebranded in january 30 first, doesn't mean we weren't telling the story to the market a little bit of how to schedule on that. And so now I've got, you know, three new salespeople that have come on board in the last like couple of months. I've got two new accounts that are on board. So I think we were sufficiently scaling for what we had and we're not necessarily built for where, we, we've grown that's my point. But I mean, again, we just turn lights back on a lot of stuff. And so I would say a lot of momentum is built off the fact that like the brand and the message and the combined product offering between, you know, the three companies that turned into the one really positioned us, in a good spot. So doors are opening faster than they used to for us.

9:29 | Nathan
That's awesome. I mean, honestly like being in that position like transparently, most companies, I talked to you like they're in the other side where it's like we need to like we're so far behind and we need to act now, which I guess I'd flip that question on you. It's like why is this a problem worth solving now? Like?

9:47 | Matt
I mean, it didn't have an, a problem because you want to grow. I mean, at the end of the day like we have aggressive sales goals and, you know, anything that we're off on things that we're gonna be off. And that's why I'm obsessed about next year, anything we're off. And these were off more about next year. I mean, when we re calibrate, yeah, but nobody wants to do that. So even if we're off for a little bit this year, but the pipe has grown enough this year to justify next year's, growth, then we're okay, we've strategically done what we needed to do even if the sales cycle didn't hit the mark on us. So.

10:17 | Nathan
And the reason I'm asking these questions is like I'd love to partner with you to like help build this business case internally. And so often when I'm having these conversations, you know, you're bringing this to the, you know, people who originally who are essentially going to sign some checks and they're gonna say, you know, what's been working is already working like why do we need to invest more into a?

10:36 | Matt
They're, they're not gonna say that I'm because I think everybody is acutely aware that… we have aggressive goals and I think everybody is acutely aware… that we've got to continue to turn the knobs up in order to continue to build momentum. So, I do, I mean whether or not this is the right technology is probably is a right question then more so than are we going to do something different because we're do something different. And right now, my team is heavily focused on still trying to make the transition for the brand. I've still got a third brand that I've got to fold in because their web properties still sitting out there and that's happening this month. And then I've got to get a bunch of marketing content, support the products because they didn't have a marketing team. So like I'm doing a lot of like rudimentary stuff that has got to be foundational, and it will help with lead gen. But, you know, it's not necessarily gonna be opening the top of the funnel. So.

11:40 | Nathan
Yeah. So you're working.

11:41 | Matt
on a few?

11:42 | Nathan
Things like when would you want something in place?

11:47 | Matt
Mean, I can't answer that without knowing like, you know, what the value is and what the cost is. Because, I mean, I do have, I do have baby steps into arenas where we can do this and it not be… something that's gonna break the bank. So.

12:04 | Nathan
Yeah. Obviously pricing is always going to be a factor. So let's walk through that.

12:08 | Matt
Features and benefit, right?

12:10 | Nathan
Yeah, for sure. Well, that's great to know. I think like one of the things that, you know, to think about your future state like a lot of these goals that we talked about, you know, you're looking at in ABM strategy and a lot of these goals are kind of lead based, right? Like to start like you want to say like you're increasing your mqls is like what you're looking to do when you think about like increasing your mqls. Do you just need to generate more of them? Or do you, do they need to be like more quality mqls, more quality?

12:43 | Matt

I think they need to be more engaged in ql. As as the answer to that, the quality of them is right? We've got the right titles. We've we've got them coming in but we've got to engage them better. And there's some things like I'm taking back over… like I'm gonna do some initial outreach, on some of the stuff that's coming through to make sure, we get hits early versus waiting because we don't have BDRs. There's an inherent disbelief in BDRs in here, in the organization which is fine. But that means I'm going to have to use some automation, and hack some personalization into it and have it come will appear like it comes from me versus necessarily from a sales rep. So.

13:23 | Nathan
We, as a follow up to this conversation, we actually launched a conversational e-mail tool that essentially, like would take the place of like a BDR as a solution. That as you mentioned, like emails can essentially be coming from you but take the place of a BDR. So we can actually walk through that as a follow up. I'll bring in like a technical resource. Assuming that's like a big priority for you. Like I'm more than happy, to take that as a.

13:48 | Matt
I don't know that it's a big priority. I mean, because, you know, I think what I'm gonna do right now is fill the gap of like, I had a quarters where the leads come through and I don't think they got touched as frequently as they should have been. And, and that's it's fine. But I'm not going to let it happen again. You know what I mean? So, yeah. So, I know I, a, if I know they're going to hit them two to three times in a quarter and, I can hit them three times. Then I'm gonna hit the sixth threshold that is my benchmark for how many times someone needs to be touched before you move on. And I hope they reengage at some point and come back through, right?

14:21 | Nathan
Yeah, we can completely automate that for you as far as that lead follow up. But on that same note, like our kind of philosophy is like leads don't buy like accounts do. And at the enterprise healthcare level, you mentioned there's gonna be 20 people who are gonna be involved in that purchasing decision. So we're gonna spend like a lot of the time today on like how an account based approach can enable you to get to your pipeline goals, those aggressive goals and the
other metrics that you care about. Like even our CRO formerly CMO, she's very passionate about multithreading like even if it's an inbound requests, like if we're not hitting five ish people outside of them, like because that's who makes the decisions? Like when you go to your team, like I'm sure like there's gonna be a number of conversations that you have internally and whatever solution that you do move forward with of like let's get some ground swell to like have an opinion across a couple of different people, not just one person making those decisions. So that's a kind of basis of where we're gonna take today of let's make sure that we can help enable you with like the right data to get you to your pipeline goals. With that like one of the last questions before I get into the next slide is like who else use you said, like you're kind of like upset about this, like future state of like revenue or pipeline goals and like making sure that you're getting there. Who else are you having these conversations with internally?

15:37 | Matt

I mean, I, myself and the VP of sales and basically the guy over account management and customer success. The three of us I think, are acutely aware of it. They're thinking more present the this year, I'm thinking beyond that, so.

15:54 | Nathan

Cool. Well, in which case, we'll show you some ways that we can obviously get you the data you need to get to your goals six months from now as well as the sales team to get theirs from there on. Frequently. One thing that I like to bring up, I mentioned a lot about our data. I always will, I actually ask our prospects to test our data not because I love adding multiple steps to my sales process, but because we always win those tests and our ability to cover who's in market for your solutions. It's not just me telling you that if you look at the intent providers, like we come in first place every year in terms of the intent data quality and you're also not just getting xyz, you're getting Bombora 12 and 10 topics with your subscription to xyz basically telling you our ability to break you into deals earlier is by far the best in the industry and engage those accounts in quality of leads.

16:44 | Matt

I'm pretty sure tech targets using Bombora to, on the backside of theirs to augment the properties that aren't theirs. But, yeah. Okay.

16:52 | Nathan

Which case, I also know that there's some key differentiators between xyz and tech target as far as our ability to capture some of this intent. But regardless again, it's invalidated as a xyz as a leader in space. Yeah. Last thing before I get into the demo, the results that our customers see after one year like this, every quarter, we take 130 clients, we measure the ROI stats, which by the way, like we can provide these to you with six sense data every quarter because we provide you with quarter reviews on your own metrics. Keep in mind, these are averages. We eliminate the top 20 percent and bottom 20 percent to get rid of anomalies. Opportunity volume goes up by 40 percent, win rate up by 13 percent, deal size 45, being able to know like which enterprise companies, are actively looking what they care about, what could also lead to a massive reduction in time to close? Like why is this? Like these are the data points is because it's a lot easier to sell and market when, you know, who's actively shopping.

17:52 | Matt

So, you get rid of 40 percent of your business cases. So, and,

17:57 | Nathan

yeah.

17:59 | Matt

Okay. Interesting. Normally, you can see something like the 10 percent. So, you know, it makes you wonder like how big is, the bottom 20 percent of a problem? But yeah, anyway, not a big

deal. Just a.

18:13 | Nathan
Yeah. I can tap my team more into, the framework that we use to get these numbers, but… in which case, I'm gonna switch my screen to get into the actual demo itself so that we can get right into it. Cool. Are you able to see that?

18:32 | Matt
Yeah.

18:33 | Nathan
Awesome. Well, what we're seeing here is a dashboard that you would log into every day like this is xyz live production instance of xyz here. And what this dashboard is showing you is one, how many accounts are interacting with the xyz brand, and this is 233,000 accounts in the last 30 days. And then from there, it's how much of that is website activity, and how much of that is happening off of your website. With B to B network activity. One of the key things of what?

19:06 | Matt
B to B network activity? What is it? What do you classify as that?

19:12 | Nathan
Those are a third party intent that's how we're able to capture them, anything that.

19:16 | Matt
That means they're showing interest in topics like ours, not necessarily interacting with us on third parties. So that's.

19:22 | Nathan
they're interacting with a network of roughly 3,000,000 B2 B publishers that we have.

19:28 | Matt
With some more content to what we sell basically is what you're saying?

19:31 | Nathan
Correct. And that's across and I can get to, I'll just get into it. Basically how we capture this third party data is through keywords, which is gonna be very different than a lot of essentially every other vendor is keywords, allow you to get very granular as far as what you're tracking in terms of what's happening off of your website, companies that are doing research about your solutions, your category, your competitors before they come to your website, that's looking at all of these keywords for these different types of ones. So we're seeing generic keywords and branded keywords, those are two different flavors that we have. Generic keywords are gonna be more top of the funnel research terms that accounts are looking up like care enablement systems, clinical capacity, and automation, like intake triage and routing branded keywords on

the left are things like your company, name, specific products of fabric, any of your competitors. And we can track this again more accurately than anyone in the space of being able to identify who is doing that research. Both of these keywords will allow you to be as relevant as possible when you start to run some of your ads through six sons and your messaging. So that is your keyword data here. And then there's gonna be your onsite data which I understand that you're you don't have today?

20:58 | Matt
I mean, no, I like, in terms of de, anonymizing data. No. Okay. I don't have that today. So.

21:06 | Nathan
So this is really powerful. Some of these numbers that you're gonna see on the bottom here. So in the last 30 days, what this is telling us is that.

21:13 | Matt
I'll say this, yes, we do, but it's not very good. That's what I would say. Yeah.

21:19 | Nathan
You're getting that today from?

21:21 | Matt
Hubspot? No mad stuff. Yeah.

21:23 | Nathan
Yeah. Got it. Awesome. Hubspot is a partner of ours. They are a customer of ours. They actually use xyz to de anonymize like the same way that, we would be helping fabric, they use to help de, anonymize their own website traffic actually Hubspot came out with the stat is that only three percent of your website traffic. So it's a form which means that the other 97 percent of your traffic is just roaming around your website, going to your forms, not actually filling them out. And I.

21:54 | Matt
that doesn't shock me like in any stretch of imagination because if you look at your traffic and number of forms positions, you should be able, to back into that one, but yeah, I,

22:04 | Nathan
is gonna be able to, do we ensure your team is seeing all of those accounts that are not filling out that form so that you can target them effectively. All you do, you place a web tag on your site, track that data to anonymize, the visitor, match them back to an account?

22:22 | Nathan
Any types of like keywords that you would like start to think or like any bubbling up right now that you would think about tracking?

22:29 | Matt
Yeah, asynchronous are asynchronous telemedicine… clinical symptom, gathering.
22:40 | Matt
Health care chat, bot, conversational, AI and healthcare. Those, those would bubble up pretty significantly in intake triage and routing. You, you had those, I don't know clinical automation is probably interesting. I just don't know how prevalent it is right now. So.

22:58 | Nathan
Yeah. What's gonna be important? Again? Like the unlimited part of that? So as your business changes, like you can continuously update and upload new keywords, as you see new competitors in the space, you can upload those like let's say you're one of your sales reps runs into a new competitor. They've never seen the next day, you can upload that keyword and see for the last 30 day period. Like how often your target accounts, we're doing research on that competitor. And this allows you to unlock the most accounts in market, more accounts in market, more Rev in opportunities. So simply put this dashboard captures anybody in any company that's doing research on your website from a first party third party perspective. But because some of these companies are probably never going to sell to and they're not a good fit for fabric, giving you the space that you plan. What you want to do from here is create your own audiences based on what you identified as being your icp.

23:53 | Matt
Yeah. How.

23:54 | Nathan
We do that is through what we call segments and it's essentially just a creation of like lists of types of accounts that fit within your icp, making it a more subset finite number of accounts to actually go after. There would be a good fit for you to reach out to… flipping over to segments. The way that I'd like to think about it top of the funnel, middle of the funnel, bottom of the funnel as easy ways to think about how you would potentially segment your different audiences. So what you can do is you can break these down by the industry obviously, and you can have that be a part of every different segment that you have. You can have your top of the funnel segments include specific intent keywords, but maybe they were looking up some of those generic keywords, like you were talking about. So anyone that was looking up maybe that… but like not coming to your website, and then you could start to hit them up with some of those top of the funnel campaigns. As you continue to get more intent from those people. And you talked about one of those key metrics is the increase in engagement to get them to an MQL or essentially get them to a place where they're showing engagement. Then you can hit them with more of that bottom of the funnel. So you can create a segment of people that are coming to your website. So these are all different segments that you can create based off of a number of different filters that you see as relevant and can get as finite with these types of segments as you need to… basically allows you to slice and dice it and activate these types of audiences into the different campaigns that you want to do.

25:35 | Matt
Cool. And then I, so here's, the unique challenge I've got. I guess each one of these folders could be, have a different funnel. Is that fair or not? Yeah.
25:48 | Nathan
Yeah. This is just an example of different segments.

25:51 | Matt
Okay. But yeah, because the three product lines we've got make it interesting like there's some complexities with that, but I've just got to figure out. So is there anything we?

26:07 | Nathan
Worth sharing that would help me explain anything more? A?

26:13 | Matt
No, it's UI… U, I would in essence, can there be overlap between the folders? Does that make sense?

26:23 | Nathan
Yeah. Also by the way, so that anytime someone fits the criteria within these segments, you're not manually adding that new account that it comes into that segment.

26:34 | Matt
Yeah. I mean, I'm just saying, I may want an aggregate folder that is just like the whole company. And then I may have like nuance ones that would be drill down and say, all right, well, I really want to make sure that I'm tracking the people that are interested in our engagement suite. I want another folder that's just the ones, that are more interested in our virtual care suite, and another one that's more interested in our inperson care suite. And there may be overlap and there may be equal interest in them or may not be probably isn't… more than likely to be two or three versus all three for most of them. But it would be interesting to be able to like, to do that. So I could get an overall appeal for the entire thing and then get granular on each one of the products. So.

27:20 | Nathan
100 percent. And we can, I mean we do that ourselves, right? So we have a, we have different product offerings at six. We have our core marketing use case that we're going through today. We have a sales use case and we segment our audiences by their interest in those different products. So we can test this data for you as a means to justifying like the way that you'd be able to run some of these or some of these segments, cool. So.

27:44 | Matt
Yeah, because I mean I might for the reason why I'm doing that is if your campaigns are built off of it the top one, I would be very general brand awareness, but then I would rotate in and hit

them with specific stuff about the particular products they're interested in. So they're not always going to get the one about the product and may get the general brand awareness. But the breadth of our product offering, you know?

28:05 | Nathan
Yeah, that exactly. I think you're thinking about it like exactly what like way that I wish most of my prospects, would also think about it of like how they would start to leverage this data. So that's a great, obviously, great idea of like using this as a brand awareness campaign, pushing it out to the different products within that specific segment. We can get very specific as to who you want to target. Once we have these segments built. Again. Like the value here is like two fold like it's a set it and forget it model. Like you and your sales team will be notified via slack or e-mail as soon as an account enters these audience segment es, maybe let's say bottom of the funnel ones that are you ready to be engaged by sales, allow you to execute on your account based strategy. So like anytime someone, you know, I get an e-mail every day alert from six tens that says here are the five to 10 accounts that are showing, you know, high intent going to your website, looking at these different keywords, you know, looking up our competitors, and that's where how I know to prioritize my day, you can push these out to sales. You can take action also by syncing these out to your different advertising channels, so you can sync this to google ads, Linkedin met up. And then you could also push these to Hubspot. So if you think about running e-mail nurture campaigns, is that something that you'd think about using the data, to help with?

29:29 | Matt
A.

29:30 | Nathan
push this directly into Hubspot as well. Okay?

29:36 | Matt
What about braze or iterable or Marketo?

29:43 | Nathan
Yeah, we're using different tools for the different are.

29:46 | Matt
No, no. We're, we're launching basically an agency within the company for our customers. So I'm gonna pick up a new marketing automation suite because I can't use Hubspot for patients, but I don't want to use two marketing automation suite. So we migrate off the Hubspot completely. The sales team is migrating of into Salesforce already?

30:08 | Nathan
Okay.

30:09 | Matt
And Hubspot got some inherent like kind of painful things about its marketing automation suite.

So.

30:17 | Nathan
Okay. We use Marketo internally. So, yeah. So if that's one of the ways or one of the tools that you're thinking about like.

30:25 | Matt
Yeah, although I'm leaning away from it right now. But yeah, brasen, and iterable or the other two, I'm looking at them. So.

30:33 | Nathan
Okay. Let me talk to my team as far as how we can push some of these segments into there is our ability to do that. But again, I also keep us posted on like the status of like that Evaluation is like we might need to talk through it a little bit more.

30:53 | Matt
Okay.

30:54 | Nathan
In which case, again like push these out to your sales team, push these out to the different advertising campaigns. But the analytics here of the reporting on these segments is what a lot of our customers like lot within six sense. And we can actually tell you how these segments are performing. So we can start to say of the total accounts that we're working with, how many have we seen an increase in engagement because we started to run these in take action on these segments. The new pipeline that was built from that, as well as the actual revenue one, by integrating with your CRM… we can also see exactly what you were talking about before some of those metrics that we were looking at. So when you say one of the things was… making sure that you wanted to increase that engagement from that MQL and making sure that you're able to start to track that here, we can actually see a baseline timeframe versus an analysis timeframe of what was the level of engagement within these accounts that we're targeting over the course of that time. So you can have essentially a measurement of anything that you've been working on, whether that was, you know, people in these segments in these campaigns to actually track and report on.

32:10 | Matt
Okay.

32:12 | Nathan
As you go down here are some additional points that we can talk through of the reach, the intent, the accounts with activity as well as the engagement on these accounts.

32:29 | Nathan
Any type of now that I'm thinking about it, add campaigns that like your channels that you think

you'd be running with some of these segments of where you'd be pushing them out to.

32:39 | Matt
We do some in google analytics. We do some in Linkedin, we dabbled in Facebook and never gotten a whole lot out of it. And then again, like so and their channels, which is on the xandr, it's basically right on the xander write. I think it's xander network, yeah.

33:02 | Nathan
Got it. So, one of the things that I actually want to pull up for you real quick is to switch gears here. This would be an example of an advertising campaign report. So once you start to push these segments out, you have full control by the way over the spend within each of, those ad campaigns that you want to run. So we're not going to limit you or tell you how much you should be spending. You have full control over that. You can target your ads to the persona that you'd like to. And… we have no like minimum, you know, threshold for this. What this is going to tell you was a lot of important stats of how these ad campaigns across these different channels were, are performed. So we've got.

33:50 | Matt
Can you push into social network?

33:54 | Nathan
Yeah.

33:55 | Matt
Okay. So.

33:57 | Nathan
So, we've got the total fund. We've got the accounts reached. We've got our click through rate, which is one step. But then we've also got our view through rate. View through rate is a really important stat that we look at because it's not actually if they've clicked through the ad, but if they've seen the ad and then came back to your website.

34:16 | Matt
Okay.

34:16 | Nathan
One to indicate the success of those campaigns?

34:21 | Matt
The viewability staff give up there is pretty funny. You'll probably pull this from our CEO'S prior company, the viewability… because he's the one, that basically invented the viewability, and created the process to track that.

34:39 | Nathan
What's his prior company?

34:42 | Matt
It was mot.

34:45 | Nathan
Yeah. They're familiar. I used to work in the media advertising space in a past and I was working pretty closely with me in that I was like working on the publishing side helping advertisers run that, that's interesting. I don't know that.

35:03 | Matt
Yeah, that was the key thing of why anybody moved to them because they could cut everybody spend a 40 percent, basically, yeah, yeah, I mean.

35:13 | Nathan
And that is essentially one of the value props of having this data like with six sense is that like your spend like that's one of the key value like use cases that we talk through is like your ability to like leverage our data to be more effective and the ad campaigns that you run. So when you decide to like turn this marketing engine back on and really start to push this out like you're targeting the people who, you know, are engaged, you know, are actually looking at making a purchasing decision… couple of other call outs here, influence pipe reached engaged, the increased engagement, some things that I know my customers like to bring to, their teams, the distribution. I can get really granular here. What is also important is that you have full control over the domains that these are pushed out to so that you can have an exclusion list of the domains that you don't want them to be actually surfaced and running on. So if there's obviously ones that are better fits, then you can actually prioritize those. So.

36:13 | Matt
Do, do… I haven't looked at and so you're pretty, your network is pretty much Bombora, right? It's no, you don't have an additional one that's native which.

36:24 | Nathan
we ever own DSP that we, okay. And the intent network, is our intent. It's not Bombora, intent. It's a separate net. Like the Bombora is essentially like an addon of intent that we offer our customers of those topics, this intent that you're running those ad campaigns. These are all based off the data set of six senses, first and third party intent.

36:47 | Matt
Yeah. So, I mean, I'm just curious like in terms of intent, what kind of saturation you've got in industry traits? Does that makes sense?

36:56 | Nathan
Okay. So, like what, the coverage that we have within the different?

37:00 | Matt
Yeah. Like, what digital publishers veteran, healthcare specific got, you know, the hymns media, the backers, the fierce, you know, what have you?

37:12 | Nathan
Yeah, I do. I don't think I'm allowed to share like our partnerships, like what like our B to B publisher networks, like what those are, but what we can do a?

37:22 | Matt
I mean, they would show up right here in reporting though because you're showing where the distribution is. So I'm asking like, yeah, if you're gonna show that's distribution for your ads and not the intent, but you should be able to give me an idea of like what industry trades you've got because that's a value to me. If like if your intent is on our industry trades, I need to know which industry trades you're doing intent on?

37:42 | Nathan
Yeah. Okay. I got it. Sorry, sure that I understood the question. Yeah, I mean, as far as like the a.

37:49 | Matt
Otherwise, we're missing like a major hot point of like, where our audiences hang out. So that's yeah, I.

37:56 | Nathan
sure. I mean, like I said, we work with a number of different vendors in the space that target healthcare specifically, and they rely on this data to like make those decisions. I can like go back and try to get you an idea of what that coverage is within the space. But I don't want to tell you anything that I don't know the complete answer to right now.

38:16 | Matt
No, I understand that. I just, but like, yeah, I'm gonna push from that point that's all I'm saying, so.

38:20 | Nathan
Yeah, for sure. One of the things that… we are able to do and last thing that actually kind of want to show is just the accounts reached by the campaign. So, as you think about like your target list, this is how you can start to see the engagement of those target accounts that you have, and the ones that you're pushing these.

38:42 | Matt

Okay.

38:46 | Nathan
As far as the marketing side, like there's a couple of more things that we can like dive deeper on. And I can bring technical resource. If there's anything that we want to like explore more… as for your ability to like kind of capture this data, run some of the campaigns that you want to like any like questions about like how you would execute on that strategy within six sense?

39:08 | Matt
No, I do, I mean, nothing about it seems like foreign to some of the things that we had done to this point. So, yeah.

39:16 | Nathan
What would like make you feel confident in our ability, to help you with some of those goals that you have more so than ADRs?

39:24 | Matt
Intent, what publishers you like? I want to know that.

39:29 | Nathan
Okay. So what we can do as far as like testing the intent that like for abc and let me know if you think this would be like a good idea to help justify any like purchasing decisions would be to actually like test the quality of the intent that we have for fabric. The.

39:48 | Matt
Also, I'd also like to know like you, what your coverage is for, the digital publishers though in our space, yeah, because I mean that's, the thing about health care. And then when we're a little bit different even than probably what your biotech company Florence is interested in.

40:10 | Matt
Like we're not cross section and caring about consumers, we're not like broad in like the, our industry hyper focuses in the same kind of industry traits and they're very niche. You know, you may have never read fierce health care before, but it's a great digital publication in our space. Likewise backers looks oldest crap. It's a great digital publisher in our space. And so, I know that our customers hanging out there and our prospects hang out there. So that's why I'm really interested to understand what your coverage is.

40:43 | Nathan
Because.

40:43 | Matt
if you don't have that, then it means we're relying on like tertiary ads, I mean, tertiary articles and stuff that they're researching on larger networks until we're missing a massive section of the pie.

40:55 | Nathan

Yeah. I know that for a fact of all the different vendors in the space, like our like publisher network, is the most fast like I can pull up data that supports that statement as far as telling you which exact publishers we work with. I don't think I'm able to do that. I think we can tell you our coverage within the space. Potentially I can go to my team just to make sure that we're able to share those types of stats of what amongst the millions of publishers we work with, like what our

coverage in the healthcare space is, would that be something that at least would give you some like certainty?

41:31 | Matt

What you come back with, I may push harder so because again, like, you know, saying, I'm trying to think of something saying that you've got coverage for healthcare articles and CNN doesn't reach out to me that's what I'm saying that it's interesting, but you're catching a huge cross section of consumers in that audience and not my audience. So.

41:53 | Nathan

Okay. Cool. Like I said, like I'm just on to have to go back to my team. I'll ask him that question and see how much in detail. I can give you, a good answer for that.

42:04 | Matt

Okay.

42:06 | Nathan

The other thing that I was gonna say assuming that you're comfortable with like whatever we get back to you with on that part is like in terms of making you feel comfort with xyz as a vendor to help you with those goals of, you know, running those campaigns that will help you increase the quality of your pipeline, getting that more engagement. One of the things that our prospects typically like to do as a justification point is like test the intent, which in this case, you would send us like keywords that you'd like us to branded and generic, as well as place a tag on your website to track your onsite activity and the span of like five to 10 business days depending on how quickly we can get the tag up and running. We can come back to you with a data review to essentially go over the intent for abc and justify this as saying like this intent is valuable and would essentially help us get to, the goals that we need. Is that something that like would help you make, a better more informed decision?

43:08 | Matt

It definitely would.

43:08 | Nathan

Help. Awesome. What? Okay. So that aside, we've got some publisher questions that I'll go back to my team with. We can run this live data review to help you with this. Once we like kind

of go through that. Is it something that you think? Like your VP of sales, your account management team, like at least the head of that team would want to see?

43:30 | Matt
I don't know, you, I don't even know what the cost is. So like, I'm not even willing to go down that road yet. So.

43:34 | Nathan
Okay. Got it. Well. Let's talk cost for this at least upfront right now for what we're talking through is like far as xyz you'd be looking at roughly like on a yearly basis, 50 K annually. And there are certain levers that we have in order to like help you get to a more like digestible price, that of which being like timing of signature, like if you can commit to a specific timeline, like we can reward you in the form of a discount, other variables that we have. And I'm sure there's gonna be ones that your team cares about as far as like terms, that you guys care about. But we'll work with you to get to a price assuming that you do see there's a fit. But as far as like just baseline price for the yearly cost you'd be looking at like a 50 K price tag?

44:23 | Matt
Okay. And so if we were going to test it, I would give you keywords and an ABM list and, you would return information back to me in terms of that?

44:33 | Nathan
Yeah, exactly. So you would, I'll send her with instructions so that, you know, to memorize this. But essentially, you send a realistic keywords, it's gonna be the generic keywords, like top of the funnel stuff. Seo keywords are a great place to start. Then you'd have the brand keywords. So like your own.

44:48 | Matt
You.

44:49 | Nathan
got competitors names, anything like that. We'll track that for you. Then we'll place the tag on your site. I'll send you instructions. I'll send you the tag to put on your site. And then we will track that for you.

45:01 | Matt
Okay. So you're not as concerned about the ABM side of it. You wouldn't want the ABM list? What do you?

45:06 | Nathan
I mean?

45:07 | Matt

My, my account based list.

45:10 | Nathan
Yeah. Absolutely. That'd be the other thing that we'd want to also check is the accounts that are gonna be like target accounts for you. We can send those over to us. We can send you back our match rate, our ability to essentially like say we've got coverage within these accounts. And then we can match that intent back to the account list to say all of these accounts that you're going after. These are the ones that are showing the highest intent.

45:32 | Matt
Do you, do you return seniority level, of, the users related to the accounts or not?

45:39 | Nathan
Tie it back to the location of where they're coming from. No other there's gonna be able to tell you more like accurately than that based on like GDPR regulations, privacy laws. But we can tell you as.

45:52 | Matt
Especially if you're dealing with a third party that's your problem is that you've got a lot of third party data that's driving it, right? So, okay in your first?

45:57 | Nathan
Part of data, like if they've opted into your CRM or Hubspot, that is sorry your map. Like we can like uncover that for you and identify the person that's doing that research once they've opted in already, obviously with this test, we're not gonna be able to do that because we're not integrating with your marketing automation platform, but we can tell you the location data of essentially where they're coming from as well.

46:21 | Matt
Okay.

46:23 | Nathan
I guess just to first thoughts price tag, is that something that's completely out of the wrong with possibility?

46:32 | Matt
Well, I mean, what we're not factoring into this is like the ad spend either. And, and so that's like kind of the unknown known side of it… that I've got a factor into it because we are doing some, but we're not doing a ton. But for this to be effective, we're gonna probably have to ramp up our advertising. So.

46:53 | Nathan
Got it. Are you, do you have like a monthly spend that you're spending right now in ads or is it?

47:01 | Matt

We, we have a couple of small pools that we're playing with? You know, I'm doing about 1,500 a month. And, and last, so I've got about 1,500 a month. I'm doing well wise. I don't have to turn it back on yet for Adwords and then 1,500 a month that I was doing in Linkedin, but I haven't heard those back on either, so.

47:17 | Nathan

Got it. Okay. Well, in which case, is there anything?

47:22 | Matt

I.

47:23 | Nathan

can get into the sales platform a little bit for you if that would be helpful. And then we can talk through what some of those next steps might look like. Let me pull up one thing for you here.

47:42 | Matt

What's the average ad spin that you see your customers doing?

47:47 | Nathan

This really depends on like where they're at, you know, as far as like, it ranges so much in terms of like some people like are just starting with the data and like have very minimum ad spends that like they're just like starting with like google Display ads, they're not really doing much there. And then they're like going upwards of like thousands of dollars. So just really depends on where they're at. But… I think one of the things that our team will help you with like as far as like implementation, we have an adoption consultant of like what your goals are and like what, you know, the types of audiences and things that we can create off the bat so that you can start to run those ads, like they'll help you in and making sure that like whatever you want to spend like it's going to be optimized… so really quickly pulling up the sales side.

48:38 | Nathan

Yep. Cool. So this is gonna be directly living actually in Salesforce. Assuming that that's where they're going to and moving to just be, I framed with them there. Your team is going to walk away with a few different things. What accounts to prioritize, who should we go after? What should I say to them? And then assuming you need their contact information, their e-mail and phone number. So this is actually my accounts right here. The ones that I'm working with, this is all of the accounts in my name. I have 125 accounts and it's showing me the top 44 accounts here.

49:16 | Matt

Okay. Well.

49:21 | Nathan

From here, is that 125 is way too many for me to go to six. Sense is going to take the guess, work out and actually tell me which ones I should be going after. From there, what I actually want to do is 44 accounts is still like way too many for me to be going after like on a given day? Yeah, I'll even take a step back like you got, how many reps the for?

49:44 | Matt
Or not including, our account reps, yeah.

49:47 | Nathan
And how many accounts do they have in their net?
49:52 | Matt
They're, no, they're not even close to like being that mature on it because like I said, we're hiring them most like half of them came on board in the last in the last like 30 days.

50:04 | Nathan
Or do they have, a connected?

50:08 | Matt
They, they don't even have territories assigned yet? So.

50:11 | Nathan
Okay. It, it's good enough. So in which case, assuming you do get to that point, this would be great to like know again like pay of the accounts that I have in my name here's how I prioritize them. I can tell them more so of these 44 accounts which are the hottest accounts. And like this can be like the future state of what it looks like. But this could be an also use case, that you could use of the discovery filter. What you can do is upload your list of target accounts. You could also say all the accounts in your CRM. These are accounts that might not live in your CRM. And then you can start to filter by different areas that you'd like to. So we can start to filter by the intent that they're looking up. So we could say xyz intent people that are looking up Zoominfo as a competitor of ours. And everyone that's researched Zoominfo in the last 30 days, one point 3,000 accounts. From there, we can see, I don't know the industry of who we're going after. So let's say the company type we want to say it is.

51:22 | Matt
Do you have health care in there? I didn't see healthcare today.

51:25 | Nathan
That was a different, yeah. Okay.

51:33 | Nathan
Of those one point 3,083 of them follow it in there. So just like this is me like going off the cough different ways that I can start to prioritize who I should be going after. In which case, let's say, you know, you're going after some of these larger accounts at abit labs. We don't want to go into

that. See… from here, this is what your reps would be able to see as to how engaged they are. So you can actually click into this page and I'll actually show you a page that gives you a little bit more insight into what like valuable intent looks like. So like data. Axle example of a company here. This is what your reps would be seeing on an account basis. We could see essentially they are intent from a branded, keyword standpoint, what the researching. So we're seeing that they're doing a number of research on our competitors. It's coming from, a couple of different locations, Ohio, Illinois, generic keywords, we can see the web activity of the top pages visited and where those visitors are coming from. We can see the tech that they're using the signals. But also we can see the timeline of when they're doing that research. So we can see the recency of that behavior as well. When I click. Once I've seen, you know, we've got some people coming in from Ohio, westerville, Ohio specifically. I want to view all people and that's where we can start to say, okay, I know that there's time coming from westerville Ohio. I can take this and say, of these people start with location?

53:27 | Nathan
This boils it down to two people. Now, westerville Ohio, the senior director of marketing is a target persona for us that we would typically be going after. I think in a beth's profile.

53:39 | Matt
Are these your loaded contacts or this is like a there my loaded contacts or are they your database that makes sense?

53:47 | Nathan
This would be our database. So this have you don't have to have these people in your CRM, this would be working off of our database.

53:53 | Matt
Yeah. I mean, the fuzzy and kind of less… it'll be interesting… just because if I go and take like valid health in north east Tennessee… they've got 4,000. Now, it's like 13,000 poles, right? And they're based in Johnson city, bristol, and kingsport, the tri cities area. That's like if you tell them we're going to zero down into that area like it's all 13,500 of them. Yeah, that's the problem with like healthcare is it's so saturated, in those particular markets that they're in. But do you have.

54:34 | Nathan
have specific personas that you sell to that are like the ideal persona?

54:40 | Matt
Yeah. Well.

54:41 | Nathan
What are those titles typically?

54:43 | Matt

Chief digital officer, chief virtual officer, chief innovation officer, chief transformation, mate, transformation officer, VP titles that are derivatives of that CEO, CFO, cio. Yeah.

55:00 | Nathan
In which case like a is are up and, I knew that those are my like titles that I'd be going after. Like I would take a widespread approach like it's less about that like one specific person who's doing that research because oftentimes when they're shopping for a solution, it's not just like a one off like research and, you know, and if they're doing one off research, it's usually not an account that I'd be going after. So, what I'd be doing is, you know, I'm seeing that there's a lot of intent coming from somewhere, I'd be looking at what that intent is, like what websites are they? Or what web pages are they looking up? What's the keywords that they're looking up, start to inform that my messaging because you're talking about getting more relevant and starting to hit up those people across those different roles. And that's where you start to see a more of an uplift in the actual results rather than just trying to get that one person. It's not like we're not gonna be your silver bullet and no solution is going to be, it's more of like a compass to help drive your strategy of like that account based like multi threaded approach?

55:58 | Matt
Sorry, I've got a messages coming through about the meeting I'm going to be on a.

56:02 | Nathan
No worries. I'll pause there though, I guess just as far as like… and I can give you a second so you can take with like a.

56:13 | Matt
Yeah, hat was a good run the.

56:16 | Nathan
The sales side again, like we can get deeper into it. I just wanted to give you some visibility and like what that look like given that might be like future state down the road, like what you guys might be, your team might be leveraging to help with, you know, their outreach.

56:28 | Matt
Yeah. I mean, it would be interesting to look at it to kind of understand that out of the data too. Because like I said, we have a subscription… into the database for health care. It would be.

56:44 | Nathan
Definitive health care, you said?

56:46 | Matt
Yeah. And, and like Zoominfo for example, has never been that great at healthcare but, and an understanding, you know, kind of the value you bring there. So.

56:57 | Nathan
Yeah. And,

56:57 | Matt
I mean, we.

56:58 | Nathan
could obviously have that conversation, like when it makes sense. Obviously, you want to make sure that we get you what you need now as far as like making, you know, an informed decision as far as like the key use cases that you care about, which sounded like.

57:10 | Matt
No, I mean, that I care about that one. I mean, it represents like a duplicate and potentially duplicative services. So like I don't want to pay for two of them. If, if both of them provide the same value, then, you know, you see what I'm saying?

57:29 | Nathan
Yeah. Worth noting. I don't know if I call this out, but the sales side that I just showed you is like a car by moving forward with like what I showed you first, like you don't necessarily need that second part.

57:39 | Matt
So, it'd be interesting to understand the sales side of it and the cost structure on that.

57:43 | Nathan
Yeah, you'd be looking at like four users is roughly what you.

57:51 | Matt
IU, I would say probably six potentially seven because a better VP of sales, we're gonna do it. We want to do it. So.

58:01 | Nathan
Okay. In which case, you'd roughly be looking at just based on like the typical amount of credits that like six seven users present, you'd be looking at like a 25,000 dollars a year subscription, something around that ballpark with 67 users. Okay? And it's the same data set that you'd be leveraging from the marketing side. It's the same. It's that same granularity.

58:27 | Matt
Okay. Yeah. And then, and then it goes back to like kind of, what is your density of the information, for health care? So… cool. Well, it sounds like it's free.

58:39 | Nathan

A next step we're going to want to review some of the data with you. I obviously, I'll get that follow up as far as like what we can provide you in terms of like the coverage and the publications that we work with. But like what else beyond that would help you? Like feel really confident to have six sense be.

58:58 | Matt
Understanding the quality of, the sales side of the database. Like, I need to understand that. So like we would need to get on and poke at a couple of accounts, and, you know, test, what you have in there, what type of titles we have in there, those types of things. Okay?

59:13 | Nathan
A great. When I'm gonna send you these instructions for the data tests that we can get these up and running. Okay? How soon do you think that you can get like the web tag on your side?
59:28 | Matt
I don't know. It probably won't be next week because I'm bailing water on a couple of projects, but get it to me and I'll work on it. Okay?

59:36 | Nathan
What is, where the takes a couple of minutes?

59:39 | Matt
No, I know, I mean, I could put it in google tag manager, but it means some stopping to go to it. So as I told you, I've been kind of slammed on something.

59:47 | Nathan
Okay. All right. Well, I'll leave it to you then like how it would be as valuable as when we could get the tag up and running is when it would make sense to connect next. How soon do you think then? Like do you want to put like a backstop for like.

1:00:08 | Matt
No, I mean, like you need to send me the instructions for everything you need from me. And then I'll prioritize it when I've got time basically. And if it happens next week, it does, if not, then I'm looking out two weeks so… that's all because, I mean you, I'm just gonna have to stop and think and go do it. And I'm trying to get some other stuff done, so.

1:00:26 | Nathan
Okay. Anything else I can help with in the meantime?

1:00:29 | Matt
No, I don't think so.

1:00:31 | Nathan
Awesome. Well, hope this is a valuable use of your time. Perfect. Well, I'll get ahead and send

those instructions over. Should you have any questions, let me know, but I'll send a follow up as well and send the recording to travers so that he could see it as well?

1:00:45 | Matt
Cool. Sounds good. Thank.

1:00:47 | Nathan
Appreciate it. See you. Bye bye.