

Nate (xyz) + Matt Intro

Nathan Sagett with abc

Recorded on Apr 16, 2024 via Zoom, 37m

## Participants

xyz

Nathan Sagett, Senior Commercial Account Executive

abc

Matt Hodges, VP of Marketing

## Transcript

0:00 | Matt

sorry, I had to fight the prompts for recordings but.

0:04 | Nathan

How are you, Matt?

0:05 | Matt

I'm good. How are you doing well?

0:08 | Nathan

Well, I'm doing well. You have a good weekend.

0:12 | Matt

Yeah, I couldn't use the longer one but it was good.

0:16 | Nathan

Here you are. I randomly have this Friday off. xyz gives us a once a quarter wellness day and they always sneak up on us but I'm not gonna complain. So we've got a short week ahead for, from my side.

0:28 | Matt

Just rub it in. Okay? I see how it is. We're starting off on the wrong foot.

0:33 | Nathan

Exactly. Where are you based on of.

0:35 | Matt

Chattanooga Tennessee.

0:38 | Nathan

Very cool. Not to, I guess kind of inbetween where I came from. I was basically in Chicago for last like five years and then about six months ago, I moved to Florida, so between, but I was gonna say awesome appreciate, you hopping on today, Matt. I know I grabbed a 30 minutes at that. Still work for you?

0:57 | Matt

Yeah, yeah, that's good.

0:59 | Nathan

Perfect. Well, what I was thinking for the call today and let me know if you think otherwise, but I wanna make sure that obviously you get the most. So I would love to start with like what I know about abc based on some of the research that I've done, kind of have a few questions about how you go to market, which will help me understand any goals you have as it pertains to ABM. And then ultimately like get what you need in terms of the information at xyz and how we can help based on some of the talking points that you want to cover. And then we'll just figure out what makes sense as far as next steps. Typically, that next step would be to see how the product works based on any use cases that we uncover. But what else were you hoping to cover today?

1:36 | Matt

No, I think it's good. I mean, ABM... is it's something we need to continue advancing? We've done some fun projects... and have always kind of operated under ABM approach but using additional channels... as a priority force. So. Okay.

1:59 | Nathan

Okay, cool. Yeah. Let's let's break that down. I mean, you mentioned like we've been exploring ways to just like advance, the strategy when you say we, is this like a company wide thing? Like who are you talking about your ABM strategy with?

2:11 | Matt

I mean, sales would be, my partner, it, but we're driving it. I mean, they approach it. Health care is unique in that if you're selling enterprise health care, you basically have 2000 ids that you're targeting. And... so I mean, in essence, if you're gonna be an enterprise health care, you have to be doing ABM, but we've spread downstream somewhat into urgent care and in primary care, large, urgent care and primary care. And, that broadens the net a little bit, about 50 percent in primary care is going to overlap with ids or health systems, urgent care, smaller segment... if you have a larger footprint and urgent cares. But for the most part, independent urgent cares dominate the large side of that market. So anyway, long story short, we've always taken that

approach from a selling perspective. When we market, we inevitably use channels that are associated with industry publications, which puts us right squarely in with our ABM campaign. And then we've been using *lassa*... starting late last year just to target specifically for primary care, physician leadership based on the *npi*. And then I've been exploring things like exact target and... a few other, you know, groups, in that vein that allow us, to advertise. And then we've got some industry consulting kind of marketplace groups that give us some granularity into that as well. So.

4:00 | Nathan

Okay. Got it. All right. So it's definitely, it's only something you've taken a stab at as far as like trying to execute under ABM strategy. Most customers we work with that are in similar situations as yourself. Lawrence healthcare is one that comes to mind for us while they don't necessarily target the same exact audience.

4:19 | Matt

We used to be Florence. So I.

4:22 | Nathan

are, is the one I know because *abc* is now a company that's made up of three different companies, right?

4:32 | Matt

Well, yeah. I, three different products is the best way to look at it that came from three different companies. So, yeah.

4:41 | Nathan

Got it. I do. I'm gonna show you the case study that we have on them because they're actually one of the ones that just one published recently. I'll fit that over you right now. Sweet what I mean by that is like they have a set market that they know who they're going to be selling to as far as like what that audience goes, going to look like. They don't target in a number of different industries, like, you know, whether it's tech, manufacturing, health care, retail, whatever that may be like, you have a set amount of targets. So, accounts that you need to target, it's not a matter of who's going to be buying. It's a matter of when they're going to be buying. And that's essentially where we help similar customers in your shoes. When you think about like your ABM strategy and like what you're looking to get out of it, are there like specific metrics that you're hoping that like an ABM strategy can help with? Like, for example?

5:36 | Matt

Yeah.

5:36 | Nathan

Okay.

5:37 | Matt

Yeah. I mean, we want to increase MQL, we want to increase engagement within those audiences. Before we even get an MQL. We want to decrease the cost of an MQL. I use Mac as my internal Term for that, and then ultimately, we wanna decrease the cost of a.

5:57 | Nathan

Yep.

5:58 | Matt

So... so those would be, the courtiers areas from a marketing perspective, that I'm concerned efficiency of our marketing and increased velocity. So.

6:10 | Nathan

Yeah, it's funny. I mean, not a coincidence but those are two of the main three areas that we solve for. And so I mean, six times we really help solve for one, it's like increasing your high quality pipeline. And so when you think about like increasing your MQL like we take that account based approach. And just like when you think about your pipeline goals, like xyz is like position to help you because you are able to understand and identify who's actively shopping for abc. We're able to help you reduce your go to market waste because we know the audiences that are interested in and where we're able to identify where in the funnel, we can help reduce how much you need to spend in order to convert on those leads and actually drive that brand awareness from what you were talking about the top of the funnel to, you know, as you go through the funnel from, you know, unaware to aware to engage as you start to push them to your sales team, as you think about your pipeline right now. And as the year what we in April already, I don't know what type of fiscal year you're on, but... I'm imagining that with the recent round of funding that there's likely a pretty aggressive revenue goal that your team has.

7:20 | Matt

Yeah, we do. I mean, I think if you're trying to back into budget, it's a tough place to be because I'm actually building it, and making an argument before because we, I came from zipnosis. And so the core marketing team came from zipnosis, Florence didn't have one giant, didn't have one. And... due to all the changes in the rebranding coming, we intentionally didn't do a significant budget outside of saying, hey, we need to get the new website up. We need to get the new brand built. And so our budget was really built around that. We're past that point. And so basically, we're taking everything that we've done in the past and evaluating through that lens into what extra do we need to do on top of that to basically restart what would have been the normal budgeting process. So.

8:11 | Nathan

Sure. I think the reason I asked that question is it can help me understand where xyz is able to really add value around that like aggressive revenue goal, but more so around the lines of like do you have the pipeline needed right now in order to get to that revenue goal?

8:32 | Matt

No, the pipe does not exist right now to hit that revenue goal. It is building with the right momentum to hit the revenue goal. So, but I mean that comes from again, like the whole sales team is being built right now. We had one person four months ago on a sales team. Now, we've got five. We... yeah coming out of like they're coming out of Bright, which is where notes came from, which was a flaming dumpster fire. Our budgets got slashed in Q4 of 2022 and they stayed really Lean through 2023. So, for all practical purposes, we had some stuff in the pipe. It was Lean and limited because of what was happening and it's been super charged in a lot of ways but we're still actively building it. There's no way we're going to hit 2025 goals. We probably we will hit 2024 goals. There's no way we're going to hit 2025 goals unless we get like rapidly ramped in Q3 and Q4. So.

9:42 | Nathan

How much of a priority is that, for your team right now?

9:48 | Matt

I would say it's a bigger priority for me than it probably is everybody else in the company because we think that far out does that makes sense? I would say sales and customer success are really hyper focused on like what can we do right now with what we've got versus what are we going to do to ramp? I mean, they're concerned about ramping into the future, but they're not thinking that far out so.

10:10 | Nathan

Got it. Okay. No, that's incredibly helpful like marketing channels that you're currently using today. I know you mentioned like a few different like tools and like things that you're using. Are you like running paid ads? Like how are you driving traffic to your website right now?

10:26 | Matt

Paid ads are not turned on really right now primarily because we just folded over websites and have it fully set up in google Adwords. Again, we need, to get back to that but, we were waiting to see kind of where the dust settled. We still get a third site. We've got a fold in this month. Seo has been historically, a Strong driver for us for around some key terms. But I'm expecting we've got to make up some ground visit. Moss website was our best driver for that and it was losing because it was a slow site and we had limitations with it. So we've got to make up ground for that. Plus we transitioned over to a new website. I don't know where we're gonna wash out for sure. There's gonna be some fall off. I think we've done a good job of trying to maintain it, but there's gonna be something.

11:18 | Nathan

Yeah.

11:19 | Matt

A lot of our leads come through content syndication through the digital publishers, that we talk about. That I mentioned seo a little bit of paid and then trade chose. So.

11:32 | Nathan

Okay. Yeah, I.

11:33 | Matt

Gonna do some webinars and stuff too, but I kind of bucket that under syndicated content. So.

11:38 | Nathan

Okay. Got it. I mean, as far as like what's working, it sounds like you've got some things that are in the pipe based on some of those channels that you're already using, you know, you're targeting a few different audiences, expanding what was historically help care systems to know more like urgent care, a couple of other types of different types of markets. You know, I have to imagine that like your priority of like wanting to be able to accomplish this ABM strategy and really like, so for the pipeline in 2025 like getting everyone on the same page. I think what I can kind of give you a little bit of context on xyz is one how we can help you identify some quick wins so that it's not only helping you get to your 2025 pipeline goals but also put some kind of quick wins in the hands of your sales teams that I'm sure are pretty hungry for them with that though. Like do you have any familiarity with xyz before I kind of hop into a little bit at?

12:37 | Matt

I have a little bit. I think I poked that you all maybe a year ago as I was maybe further back than that to be honest with you, but I know a little bit about you, so.

12:46 | Nathan

All right. Well, I can give you a little bit of a run down here if that's okay. And I think this slide is a really good job of like kind of understanding the basis, of xyz here. So why companies like Florence, healthcare, marathon hall, a ton of different like healthcare companies that we work with, move to six sense because they only really know and have been able to capture what's in their known funnel. So, this is someone that requests a demo on your page. They attend a webinar. It's a very small portion of your buyer journey. They might be tracked in your CRM because they replied to an e-mail it's only about 30 percent in shrinking. But xyz does uncover the 70 percent of the buyer journey that takes place before someone submits a form. So imagine that you're shopping for, I don't know, nice for like running shoes like you're likely going to be going on nike. You're gonna be going into ditas, Brooks hoa, whatever that may be. And you're gonna be doing this before you walk into a store and actually buy that. So what we do is we uncover more accurately than anyone in the space is what they do before they submit a form. So, these are companies that are browsing your website, browsing, your competitors, review sites. They're going on your demo page. And there are people that are in active buying cycles. We're going to buy something whether it's you or not... where companies tell us they find so much value. Is that before xyz, they were frankly coming in late to deals like rfps were given out just because their CFO told them. Let's add one more vendor to the RFP for the due diligence. Whereas now we're targeting those accounts. First, you have influence over those

deals and the criteria. And most importantly, like not only you but like your sales team are missing out on our deals that were winnable, no surprise. Like 70 percent of deals are won by the first vendor that engages in that opportunity. Another use case to think about, is your customer base? Like I'm assuming your services are reoccurring?

14:53 | Matt

As in like continue, yeah, yeah, yeah, stuff. Yeah.

14:59 | Nathan

Yeah. So huge use case there as well as like driving upsell reducing churn for your team that is handling your customer base. So it's our ability to identify who's doing that research before they actually submit a form. I think the best way to put it is it's a lot easier to generate revenue when, you know, who's shopping for your solution?

15:22 | Matt

Yep.

15:23 | Nathan

Are you going to do xyz as a kind of a solution here?

15:28 | Matt

Yeah, no, 100 percent. I mean, like I said, what we're doing with last. So what we're exploring with exact target falls in line, with this, so.

15:36 | Nathan

And I'm actually not familiar with LAS, what are you doing with that as?

15:40 | Matt

So marketing, they're really hyper focused in healthcare. Okay. So they've got a couple of different avenues. But the one we're using is npi targeting. So we'll get a list of physician leaders and organizations, and then I will match them up because there's a lot of like overlapping org structure. So you may be a physician leader in the xyz business unit that's actually under this health system or this large provider group. And so, I, a, I, I've built a database to match them all up and say, hey, these are how these all roll up into it. These are affiliated groups. These are how many people interacted with our ads from the same organization. And the downside of that is that it only covers physician leaders. I can't get that granularity out of non physician leaders. So you've got plenty of people that didn't get an MD that leaders in health organizations. So.

16:37 | Nathan

How many people are typically in a buying committee for a abc?

16:43 | Matt

Health system would be like 20 primary care group three or four for... you know, urgent care

group. You can two three, four. Something like that. There's a lot of stakeholders that point on the health system side of it.

17:02 | Nathan

Yeah. So.

17:02 | Matt

Those sessions.

17:04 | Nathan

I can imagine frankly like between our segments here, ours is double digits as well as far as the people needed to get buy in order, to get a deal done. And it's no surprise. It's the average buying committee across most of the industries that we, work with if not all, which is why they take this account based approach because it's not one person making a decision in a vacuum. I'm sure the same way you're having this conversation with me today, this account based strategy is something that you've talked about with your team before. Likely if we're going to continue the conversation, there's gonna be other people involved. So how do we take this approach? It's not a lead specific approach but an account based approach. I'm also imagining that with that larger buying committee, those deal sizes, are gonna be a little bit bigger.

17:48 | Matt

Yeah. Well, it depends honestly like we've sold some of our biggest deals outside of health systems, but it more closely you get more closely aligned with their business model. It that way because you're at the clinic level. If you've got 200 clinics, you're a pretty large group. And then what happens at the health system level, they have a hard time migrating down into the clinic level. So it takes a while to your initial contract, is good, but you have to, you have to land and expand to get the same size volume out of it. So, I.

18:20 | Nathan

okay. So there's a couple of different use cases. There's one where you can get a bigger deal upfront there's one where you can land. But with all of the different clinics that there's a huge opportunity for driving crosssell within that like what is, I guess I don't know if there's so much huge range or like an average deal size for you right now?

18:42 | Matt

I mean, it's growing because now we've got three products versus one. I mean, historically where we're looking at, you know, 152 102 100,000 dollar deal. Giants average deal that we acquired was smaller than that. Florence average deal didn't really exist because they were the youngest product, but it probably has the largest potential for a larger deal out of the gate, but we're seeing things creep up to five plus now. So.

19:08 | Nathan

Okay. And I mean that's a fairly sizable deal size for your team. How long does it take to close that kind of deal?



19:17 | Matt

Health care man? It can be nine months.

19:22 | Nathan

Yeah. I mean, in that case, I think it kind of leads me to my next slide that I wanted to show you is that... what we're able to do and like how we are able to do this for these healthcare companies that we work with, who sell to, you know, specific target audiences is that one will take your first party data. So this is your web activity. So anyone that hits your website before they fill out a form, we capture them and that's any page on your website. Do you have anything like that to capture that today?

19:55 | Matt

Yeah.

19:57 | Nathan

What are you, what are you using for that today?

20:00 | Matt

For web activity to capture who it is or to capture forms, I guess it's a better question.

20:04 | Nathan

To capture what accounts, are on what pages of your website?

20:08 | Matt

No, I almost have signed up for something comparable to that with Ilassa. And I've almost signed up for something comparable with that with exact target, but I have not.

20:19 | Nathan

Okay. So we're able to tell you again more accurately. And this is validated by like third party reports for Sir Gardner who's doing that research on your site. So we de-anonymize who's doing that research, map that back to an account better than again, any other vendor, that is doing that first party research. Well, we'll also take that third party data. So that's that intent keyword research. And you're talking about those SEO keywords that you're already using today to drive people, we are able to scrape the web to see who's looking up an unlimited amount of relevant keywords and that's across a network of 2,000,000+ publisher sites. So think keywords like care enablement, intake, triage, and routing, we can actually tell you which of those accounts are doing that research. And as well as layer on that research with the first party data, we can tell you whose researching your competitors, all of which this allows you to do is more like from here, better advertise with this information, better use this for your marketing campaigns so that you can reduce the amount of spend it takes to increase the pipeline gap that you currently have today? What we're able to do is actually leverage different like technographic information. So, are there any like types of technologies that ideal customer would also be having that would make them a good fit for you?

21:49 | Matt

Any types of technology that our customers would also be interested in? Is that the question?

21:53 | Nathan

No. So like let's say for us, for example, like if a customer is using like Hubspot, Salesforce, that would mean they're good tech fit like for you, is there any type of tech that would make them a good fit?

22:06 | Matt

I mean... yes... but it's more gonna be organizations that are competitive with us. It's not gonna be so much... synergistic technologies like hopspot, just because I mean, I could say anybody that's on ethic, well, that's like 80 percent of the market like in terms of an ehr. And then, so then it goes down to like, are you using competitive solutions that we can consolidate under one contract because we have a breath whereas most of our competitors are side load into single point solutions. So.

22:44 | Nathan

Yeah. And, and the idea behind xyz is that we can help identify that for you whether that's by our technographic information or the third party data that they're researching off of your site, we can do.

22:55 | Matt

It'd be interesting to be interesting to see, how well you do in a specialized market like ours because we're not dealing with like Salesforce or Hubspot or we're not, we're dealing with like obscure health tech that may have like 30 customers. And when I say like 30 logos... so you would have to be like, do you know, hiro or orbit or all these other obscure things that I don't know, you may not, or Bright MD who have like 25 customers that just implode. So like that, that'll be the hard part for you all. As if you've got that granularity into a really specialized industry like healthcare.

23:35 | Nathan

Yeah. I mean, what we can do is take a look obviously... our ability to track that.

23:43 | Matt

And if you're using something like built with you might catch some of it to script that info. It's it's hard to say so.

23:50 | Nathan

Yeah... we, I mean, I'm happy if you want to send over a quick list of just like those other technologies that you were saying. I can see like our ability to track that just from like a technographic information rather than third party. I can also get through kind of where we would be able to really validate the intent for you to make sure that it's going to be valuable for you in order to get to some of those goals. And then as we're thinking about like prioritizing those

accounts based on the buying journey, we can better identify where these accounts are based on the research and the intent that they're showing. So maybe we're seeing accounts that are doing research on things that you solve for, but not necessarily coming to your site. We can use our low spend customer acquisition campaigns on those as they move down the funnel. They're starting to show more engagement. They are coming to our site. Maybe we can start to push LinkedIn ads or whatever.

24:44 | Matt

What is low spend customer acquisition campaign to mean for you?

24:47 | Nathan

It's like your Display, your classic Display, maybe something like that.

24:52 | Matt

So you're remarketing at that point Retargeting, okay. Yeah.

24:56 | Nathan

Sure.

24:57 | Matt

That's fair. Yeah. So, but Retargeting with me understanding who they are to some degree, at least what organisations they're with versus me Retargeting with google ads and hope they come back through and identify who they are.

25:11 | Nathan

Exactly like for example, let's say I'm a physician leader and six sense is just so happens to be a healthcare organization. Like your team is trying to target, you know, xyz and they're seeing activity in Miami, Florida. I'm one of three folks in Miami that work at xyz. Not only can we cover the account hitting your website, but we also show you hey, this is coming from Miami. There's only three people there, probably a good indication of doing who's doing that research.

25:39 | Matt

Yeah, I don't know, I guess again back in an ID and land that are all situated in like, you know, big the markets that are in which is funny and they'll have like 13,000 employees, but... we can get down to, you know, identifying potentially, the director level or above more than I, our tech, but yeah.

26:01 | Nathan

The way I say it's like xyz is a compass like we're not a silver bullet but what we are like the most accurate compass. So being able to tell you who's doing that research, you know, it sounds like I was going to say map. There's a couple of areas that like your team wants to be able to improve like most of which being that like increase, in pipeline for your revenue goals as well as like some of that reduction and go to market waste. Like, I know this is something that

you obviously responded to one of my e-mail is there any like timeline in which you want to be able to execute like an ABM strategy with like some data points?

26:36 | Matt

I mean, look, I told you I'm exploring and, I'm close on a number of different things of doing something like this. Where it lands on our priority list is tougher to say. I'll probably get some more understanding on that... in the next month or so. It's just... it's a matter of understanding costs. And then looking at the way that we've traditionally been doing things, and saying like, is this gonna be more efficient and more effective... or is it do what you've been doing and this... or do a little less of what you've been doing in this? You know, I've got to figure that out. So I have no idea what your cost is. I do know what exact target as I do know what last says... and so... I think that's what it gets down to is like, you know, truly what does it do? And then how are you seeing your customers leverage? It? Are you seeing BDRs get into it? Or, or you're seeing the sales team actually start doing progressive outreach on that organization. When I say sales team like, the exacts the sales execs versus the lower level grunt. We do not have an internal belief in BDRs anymore. So that's an interesting dynamic that I've got to navigate... sales may or may not want to get involved early enough to start figuring out or maybe they will, it's one of those tough things. And so then if they're not how much does that put on the marketing team in terms of doing direct outreach and making it look like it's coming from a salesperson. I've got to bounce those things. So.

28:24 | Nathan

Yeah. Well, there's different flavors to what xyz can package for you as far as like what a scope would be based on what I've heard from you, it sounds like you'd want to use this as like a marketing tool right now to be able to take this data that we're able to capture on your target audience and your market, who's doing that research and be able to run effective marketing campaigns that you can increase the quality of your pipeline through that. And that's the core use case, of six sense is where we started. And honestly our bread and butter, we have specific areas of our product that is directed towards sales. So if you're familiar with like a Zoom info?

29:01 | Matt

Yeah.

29:02 | Nathan

Are you using anything like that today?

29:05 | Matt

We use defendative health care which is hyper focused, in health care that's probably the definitive healthcare database.

29:14 | Nathan

So we have a competing product to like the Zoom infos of the world where we can give you like emails phone numbers, all while providing that same level intent to your sales team. I think if

we're going to schedule a demo, I'd love to walk you through like the marketing use case and like how we can help like accomplish these.

29:33 | Matt

It would be interesting to see, the emails and phone number side of it. Inevitably, there have been times where me personally, I've taken it down that path to try to actually, I was trying to get our BDRs functioning because our prior sales leadership wasn't... effectively managing them. So I a, I was literally like building lists running through Zoom, running through a, running through hunting, running them through via pacing all this stuff together. Yeah. I, was, is a great tool for getting emails and phones Hunter dot IO is to, but I mean, it's not sustainable for me. I, a, I can't do it back then. You know, we had Lean budgets. So I was getting creative on what I can do. And that seems like over a year ago and we found success in doing it but, it wasn't scalable because it was me just like running through stuff. So.

30:35 | Nathan

Okay. So how about this? I was thinking for next call that we could keep, we can get into the demo. We can keep it high level. I can show you kind of the marketing flavor and the sales flavor in the same call. And then I like as a follow up like we can do like a deeper dive into like how you'd run specific like ads or like how you'd like report on things. And like I can show you a lot of that like high level demo. In that first call, what I'll say is like when you think about differentiation from some of these other tools that you're using if you're looking to increase pipeline like truly like there's no one else that is able to identify more revenue opportunities because of the de, anonymization, so I can walk through like how we're able to do that. And then we can discuss pricing as well on that conversation. Assuming that again, you do see a fit. Yeah, my question for you before we pull up some calendars here like let's.

31:28 | Matt

say.

31:29 | Nathan

You do see what you want to see in like a demo. And this looks like awesome to you. Like who would have an opinion? And, and like kind of signing off on this as well? Is this like Justin would have some is?

31:41 | Matt

No, he O, he wouldn't be involved with that anymore. He's moved into partnerships. Yeah. I mean, I would say right now, the sales team is in a growth stage and they're more concerned about blocking and tackling than strategy. So I think they'll come a point where maybe, if it crosses that threshold, we'll pull other people into it. But to your point, like right now it's more marketing looking further down the road and what we're gonna do and it needs to get past that point. And then I've got to evaluate the cost on it. And then what provides us more scalability and expansion with the tool sets? Because like I said, I'm already looking at a couple of options for it. And because we're thinking down that road. So, I think broader than marketing. I mean, I've got another project I'm working on that I is going to impact product. Eventually, the product

we're going to end up selecting is probably gonna shade towards to meet future needs of the product team, which means I may sacrifice some stuff for marketing on the front side, but I think more broadly than just my specific use case on things. So.

32:52 | Nathan

Okay. Sorry, the last point that you just brought up, you're working on another project with product?

32:57 | Matt

The, yeah, it doesn't it's a marketing tool. It'll end, it'll end up being used probably by product in a couple of years when they start realizing what they can do with drive user adoption. So, my Immediate use case is what I said for mqls and decreasing cost. But I will be thinking about the operational side, of sales and, what potential tools we would use and how it gets us to where we need to be in the future even if they're not ready to adopt something like that.

33:27 | Nathan

Okay, great. And then, sorry.

33:29 | Matt

Because more than likely they're not gonna say yes in the up for X amount of cost that I've got to overcome right now. Yeah.

33:38 | Nathan

Cool. Let's get some time scheduled. Like I said, I don't want to flex again, but I am off on Friday, but we've got time.

33:49 | Matt

Slip you off. I'm just kidding.

33:53 | Nathan

I'll probably end up working. Who am I getting? I got time on Thursday or... honestly could probably turn it on... if that works for you.

34:08 | Matt

I could do three o'clock Thursday. Would that work?

34:13 | Nathan

Three o'clock and that is eastern, right. Yeah, awesome. Let's do it. I'll throw some time on for Thursday. I'll get that over to you. I know you mentioned marketing. This is gonna be that first. Is there anyone else in the marketing side that like you want their eyes on it?

34:29 | Matt

I might pull Trevor in from my team. Yeah, I'll probably pull Trevor in because he's been on some of the other conversations we've been looking at. So.

34:40 | Nathan

Let's do it. I'll send that invite over and then we can talk through. Again, there is the platform. Let's do a deep dive, make sure we solve where, you care about anything comes up in the meantime, don't hesitate to reach out just so that I can come prepared with some like talking points. So that like help you differentiate the tools that you're looking at, are exact target and,

35:02 | Matt

yeah. And let me pull this up just so you know... yeah, last. So as got a couple of things ACV bought them a few years ago or maybe a year ago. Our tech target is what it is. Tech target. The exact target is the old Salesforce?

35:28 | Nathan

Yeah. What I was thinking, I was saying?

35:30 | Matt

Yeah, tech target.

35:32 | Nathan

Okay. That sounds functional. Yeah. And as, yeah... all right, cool. This is great. I appreciate the time Matt, I'm pumped to meet again on Thursday. Do you wanna forward off the e-mail, to Trevor or do you wanna send that over so I can get him on?

35:52 | Matt

I'll forward it to him. It's fun. Yeah.

35:56 | Nathan

Perfect. Well, appreciate the time man, looking forward to Thursday.

36:00 | Matt

And.

36:01 | Nathan

I'll send a follow up after this with a few resources. It's like maybe another case study that can help with health care, so.

36:07 | Matt

I am also interested in... you mentioned it as a by line on this one. I am interested in customer expansion and retention. We, we had turnover in, our customer success leadership on two of our business units. Didn't really have customer success on top of that. So we got a gap, in knowledge of some of our customers to the granular level that we needed. And I would love to

surface risks earlier, and expansion opportunities so that they can be more proactive. They're just building out an account management team to tack on that too. So again, I'm thinking further ahead than they are, they won't even be willing to probably entertain a conversation, but it's something that's important, for what I think we can bring to the table. So.

36:55 | Nathan

Yeah. I mean, if it can solidify the business case for you, it definitely helps not like it's an additional cost to know what your customers are looking up for us. So, yeah.

37:05 | Matt

I'm just saying case studies and that would be cool. So, yeah.

37:07 | Nathan

Yeah. Awesome. Well, Matt, appreciate the time we'll talk on Thursday and I'll send you a follow up pretty quickly after this.

37:14 | Matt

Cool. Thanks.

37:15 | Nathan

Take care, man. Bye bye.