



MARTECH INTELLIGENCE REPORT:

B2B Predictive Marketing Analytics Platforms: *A Marketer's Guide*

A Marketing Land Research Report

Marketing LandTM



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Marketers that have adopted predictive analytics are 2x as likely to lead in market share and exceed revenue targets and 83% have seen considerable business impact.

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Scope and methodology

This report examines the current market for B2B predictive marketing analytics platforms and the considerations involved in implementing predictive marketing analytics software. This report answers the following questions:

- What is driving the adoption of B2B predictive marketing analytics platforms?
- Who are the leading players in B2B predictive marketing analytics platforms?
- What capabilities do B2B predictive marketing analytics platforms provide?
- Does my company need a B2B predictive marketing analytics platform?
- How much can a B2B predictive marketing analytics platform cost?

If you are considering licensing a B2B predictive marketing analytics platform, this report will help you decide whether or not you need to. The report provides the latest industry statistics, key market drivers, important steps to making an informed purchase decision, and profiles of the leading vendors. This report is not a recommendation of any B2B predictive marketing analytics platform or company, and is not meant to be an endorsement of any particular product, service, or vendor.

The profiled vendors were selected based on their roles as industry leaders in predictive marketing analytics software, or because their entire revenue comes from predictive marketing analytics software and services. This report focuses on the lead discovery, scoring, and enrichment category of predictive marketing analytics vendors. Companies that license sales advisory (i.e., CustomerMatrix, Highspot, InsideSales) or customer retention/success (i.e., Gainsight, Optimove, Woopra) tools or platforms are beyond the scope of this report.

For the purposes of this report, predictive marketing analytics is defined as *software that uses machine learning and statistical models to forecast outcomes and trends based on existing or similar historical customer data. The data can come from multiple sources and may be demographic, firmographic, and behavior based (i.e., purchases, interests, form fills). The goal is to enable businesses to predict which leads and/or accounts are most likely to convert and/or have the biggest revenue impact.*

This report uses numerous industry terms, some of which are defined here:

- *Account-based marketing (ABM)*: Marketing focused at the company or account level.
- *Lead/contact-based marketing*: Marketing focused at the individual level.
- *Binary output*: Model output that provides a single signal or scoring factor (i.e., Uses Marketo=True; Bought in the past two years=False).
- *Buying signals*: Data such as purchase history, business expansion, new job postings or management changes, which can indicate or influence a prospect's readiness to buy.
- *Categorical output*: Model output that categorizes an account or company by type (i.e., Industry=Software Design; Engagement level=High).
- *Data governance*: The security systems used to ensure the safety of the data assets hosted by the predictive marketing analytics vendor. Global standards such as ISO 27001 define an accepted set of requirements for an information security management system (ISMS). To become ISO 27001 "certified," a vendor must meet its requirements in areas such as information security leadership, planning, support, operation, and performance evaluation. (Editor's Note: For more information about ISO 27001 standards visit <http://www.iso27001security.com/html/27001.html>)

- *Demographic data*: Related to an individual's gender, location, etc.
- *Firmographic data*: Related to the company (i.e., size, revenue).
- *Numerical output*: Model output that provides a numerical value (i.e., Number of employees=500).
- *Pilot*: A short-term free (or sometimes paid) implementation offered by predictive marketing analytics vendors to prove the value or lift their predictive models provide.

The report was prepared by conducting in-depth interviews with leading vendors and industry experts. Interviews took place in February and March 2016. These, in addition to third-party research, form the basis for this report.

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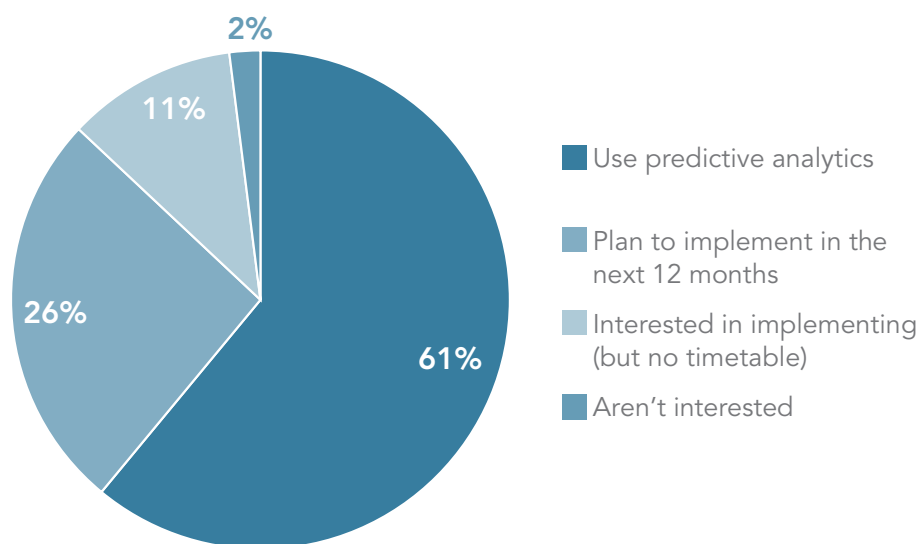
Predictive marketing analytics market overview

Profound changes in how businesses make purchase decisions, coupled with the sheer volume of information now available about those businesses, are driving strong demand for B2B predictive marketing analytics platforms.

Nearly two thirds of businesses have implemented predictive marketing analytics, including 42% that are expanding or upgrading their implementation within the next 12 months, according to Forrester's *From Insight to Action: How Predictive Analytics Improves B2B Marketing Outcomes*, published in October 2015 (see Table 1). Among B2B businesses using predictive marketing analytics, 83% have experienced a positive business impact as a result of their implementation.

Predictive marketing analytics platforms work in conjunction with marketing automation or CRM platforms, which act as a database of record for first-party customer data.

Table 1: B2B predictive marketing analytics implementation plans



Source: Forrester Research

Predictive marketing analytics platforms work in conjunction with marketing automation or CRM platforms, which act as a database of record for first-party customer data. However, most marketing automation platforms currently lack the ability to integrate third-party data or unstructured data captured from websites and social channels. Predictive marketing analytics platforms use machine learning to integrate and analyze the data, then score leads and build predictive models that identify and prioritize the leads or accounts that “look like” the company’s best performing customers.

B2B marketers today are increasingly charged with making technology purchases that will contribute to revenue goals. More than two thirds of B2B marketers report they are now evaluated on the amount of revenue generated from their marketing and lead generation campaigns, according to the *2015 Survey of B2B Marketers: Lead Generation Priorities and Predictive Analytics* commissioned by 6Sense. With few skilled statisticians in marketing organizations, B2B marketers are relying more on predictive marketing analytics platforms to automate and streamline processes to prepare data, build statistical models, assign lead and account scores, and surface insights from the results.

Venture capital flows to crowded vendor market

There is no established market leader among predictive marketing analytics vendors, and the crowded field continues to attract the attention of venture capitalists. Significant 2015 funding rounds included EverString's \$65 million Series B, Radius's \$50 million Series F, Lattice Engine's \$28 million Series D, and Leadspace's \$18 million Series B (see sidebar).

The one noteworthy acquisition in the space was the August 2015 purchase of Fliptop by professional social network LinkedIn. Currently, all four enterprise marketing cloud companies -- Adobe, Oracle, Salesforce, and IBM -- provide plug-in access to many of the predictive marketing analytics platforms that are profiled in this report. (See page 33 for more detailed information about enterprise cloud predictive marketing analytics offerings.)

B2B Predictive marketing analytics platform capabilities

More B2B marketers are relying on predictive marketing analytics platforms to automate and streamline marketing and sales processes. Many vendors are rooted in lead scoring but have broadened their capabilities to include predictive modeling, personalization, and product recommendations that push deeper into the purchase funnel. Virtually all B2B predictive marketing analytics platforms provide a core set of capabilities that focus on:

- Multi-sourced data sets;
- Prospect discovery;
- Lead enrichment;
- Lead scoring;
- Predictive models; and
- Native integration with marketing automation platforms.

The platforms begin to differentiate by offering more advanced capabilities that include – but are not limited to – the following:

- Identity association;
- Lead routing for sales applications;
- Personalization and product recommendations; and
- Advanced measurement and reporting.

The following section discusses some of these capabilities, as well as the B2B business use cases they are designed to streamline and automate (see Table 2).

Multi-sourced data sets

Data is the foundation of predictive analytics. Some vendors work primarily with structured data such as customer attributes and transactions. Others add unstructured data such as social media and website content or call notes in the client's CRM. The majority of predictive marketing analytics vendors capture hundreds of external data points such as website traffic, job listings, and current technology usage via proprietary web scraping. They may also license data from aggregators such as Acxiom, Dun & Bradstreet, and Bombora. Predictive marketing analytics platforms can process and provide data at the company level, individual level or both. All of this data plays a crucial role in feeding predictive models and forecasting high value accounts.

Selected 2015 Venture Funding Rounds

October

EverString: \$65 million Series B

July

6Sense: Undisclosed Series B
Leadspace: \$18 million Series B
Radius: \$50 million Series F

June

Lattice Engines: \$28 million Series D

March

GrowthIntel: \$3.4 million Series A

Source: Third Door Media

Prospect discovery

Prospect discovery is the process of using “ideal customer profiles” to find net-new prospects to add to the client’s marketing database. Predictive marketing analytics vendors use clients’ internal customer databases to identify characteristics that best predict future purchases, both by new prospects and by contacts in the client database who have not yet purchased. External sources provide more details about companies and individuals, and are especially useful at identifying opportunity flags such as a business expansion, new job posts or changes in management. The critical requirement is that the vendor provides a rich set of prospects from which the client can choose.

Lead enrichment

Lead enrichment is the process of filling in data gaps to provide insight into a lead’s needs, interests, and intent. This plays a critical role in lead scoring. Enrichment blends data from the client with third-party data, and can add unstructured information culled from the open and social web. Many predictive marketing analytics platforms feature advanced technology to transform unstructured data from the web into a structured format, and use matching and aggregation algorithms to generate the most accurate profile information. Easy integration between vendor and client data is important.

Lead scoring

Lead scoring is the assigning of a value to each lead based on a predetermined set of rules or criteria. Predictive lead scoring can incorporate 200 or more data points by sourcing websites, social networks, and internal systems (such as the CRM and marketing database itself) to calculate scores. Lead scores use information about known prospects to estimate their likelihood of taking a desired action. The predicted action is usually related to purchase intent, but could be another measure such as lifetime revenue, profitability, promotion response or sales acceptance. Scores are used by marketing departments to send leads to different campaigns and by sales departments to prioritize leads for sales contact.

Predictive models

The lynchpin of a predictive marketing analytics platform is its scoring model, which creates an “ideal customer profile” to represent the client’s best customers and is used for finding “lookalike” leads or segments that are most likely to buy. Predictive models use activity-based rules, statistical analysis, intent modeling, and subjective input to generate a clear picture of the client’s ideal buyer. Ideal customer profiles are created automatically when a predictive analytics platform analyzes the client’s customer base and identifies similar individuals online through third-party data, social networks, blogs, corporate websites and press releases, and more.

Marketing automation integration

Today’s predictive marketing analytics platforms offer native integration with many of the leading marketing automation platforms to draw from a single, integrated pool of customer data. Some vendors also offer APIs for more customized integrations not available “out of the box.” Predictive marketing analytics vendors use a variety of methods to import data from the client’s own internal CRM, customer service, and accounting systems. These methods include bulk APIs, CSV or Excel files, and FTP batch transfers.

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Identity association

Identity association is the process of linking data from diverse sources to the same individual (i.e., lead) or company (i.e., account). It is essential for building a complete view of the customer, and becomes the foundation of any predictive marketing model. Some predictive marketing analytics vendors rely on the client to identify links in their marketing automation system, while other vendors apply sophisticated machine learning to identify the relationships between different contacts.

Lead routing is an advanced feature that can follow lead enrichment and scoring to help sales reps better prioritize leads and accounts.

Lead routing for sales applications

Lead routing is an advanced feature that can follow lead enrichment and scoring to help sales reps better prioritize leads and accounts. The predictive marketing analytics platforms automatically qualify and distribute leads to the appropriate sales reps. The goal is to improve sales productivity by focusing reps' time and efforts on the leads or accounts predicted to be the most likely to convert or the most ready to buy (i.e., "in market").

Personalization and recommendations

Personalization and recommendations are advanced features that require access to detailed prospect purchase histories – as well as a record of offers that weren't accepted. They often apply collaborative filtering techniques that depend more on correlations among product purchases than on correlations between individual attributes and results. Categorization and tagging are needed so that larger patterns can emerge, such as the prospect's interest in different categories or topics. Many recommendations are highly contextual, so the predictive marketing analytics platform needs to capture context such as device, channel, and preceding behaviors. High-speed integration with marketing and sales systems is essential to deliver recommendations in real time.

Measurement and reporting

The majority of predictive marketing analytics vendors offer a basic set of reports that measure the value the platform has provided. Some vendors go a step further to measure and report on the impact of marketing interactions as well as trends in customer value. This is done by tying interactions to customers and customers to revenue using sophisticated analytics to accurately estimate the incremental impact of individual interactions on long-term value.

Predictive marketing analytics use cases

Predictive marketing analytics platforms can be used for a number of business use cases, including (but not limited to) the following:

- **Generating net-new leads (i.e., prospecting):** Marketers can use predictive modeling technology to sort through thousands of firmographics (i.e., company size, revenue, purchases) and signals (i.e., business expansion, new job posts, management changes) to determine which ones are actually good indicators of future behavior and then use them to identify lookalike prospects not currently in the company's database.
- **Lead prioritization:** Marketing and sales can use lead scores to prioritize known prospects and estimate their likelihood of taking a desired action. The predicted action is usually purchase, but could be another measure such as lifetime revenue, profitability, promotion response, or sales acceptance. Model-based scoring is almost always more accurate than manually built scoring formulas.

- **Account-based marketing:** Using identity association features, marketers can establish account/company hierarchies, division relationships, and purchase decision makers to initiate sales at the account level. This approach allows sales organizations to better coordinate their efforts.
- **Persona and customer segment building:** Marketing and sales departments can use models to place individuals into groups, personas, and/or sales stages based on company characteristics, personal interests, motivators or role in the purchase process. These segmentations can be used to assign leads to campaigns, select marketing approaches or product families, and guide lead scoring. Segments such as “persona” are largely static, while others such as “sales stage” or “engagement level” can change over time. Model-driven segmentation utilizes more data, and can surface subtle relationships among data elements.
- **Cross-selling and upselling existing customers:** Marketing and sales staffs can utilize the intelligence provided by predictive models and lead scores to identify and target the people and companies that offer the highest potential for cross-sell and upsell opportunities.
- **Sales enablement:** Through lead enrichment, scoring, and routing, sales reps can better prioritize leads and accounts and improve productivity. Intent data and alerts can also provide sales staff with the ability to be more proactive and timely with their outreach. Predictive models can help to identify the customers most at risk for not renewing their contracts and go a step further to identify which customers are likely to respond to special renewal incentives.

Marketing and sales departments can use models to place individuals into groups, personas, and/or sales stages based on company characteristics, personal interests, motivators or role in the purchase process.

Table 2: Selected predictive marketing analytics platform use cases

Lead prioritization	Net-new leads	Cross-sell/Upsell	Account-based marketing	Personas and segment building	Sales enablement
<ul style="list-style-type: none"> • 6Sense • EverString • GrowthIntel • Infer • Lattice Engines • Leadspace • Mintigo • Radius • SalesPredict 	<ul style="list-style-type: none"> • 6Sense • EverString • GrowthIntel • Infer • Lattice Engines • Leadspace • Mintigo • Radius • SalesPredict 	<ul style="list-style-type: none"> • 6Sense • EverString • Lattice Engines • Mintigo • Radius 	<ul style="list-style-type: none"> • 6Sense • EverString • GrowthIntel • Infer • Lattice Engines • Leadspace • Mintigo • SalesPredict 	<ul style="list-style-type: none"> • Infer • Lattice Engines • Leadspace • Mintigo • Radius • SalesPredict 	<ul style="list-style-type: none"> • EverString • GrowthIntel • Infer • Lattice Engines • Leadspace • Mintigo • SalesPredict

Source: Third Door Media

Choosing a B2B predictive marketing analytics platform

The benefits of predictive marketing analytics

The proliferation of digital channels has made it increasingly difficult for B2B marketers to identify their total addressable market or accurately target prospects and customers. Prospects are managing more of the buying process themselves, creating decision short lists by researching brand websites and social channels – without ever speaking to a sales rep. Faced with these challenging market dynamics and increasing ROI pressure, B2B marketers at companies of all sizes can gain these benefits from a predictive marketing analytics platform:

The proliferation of digital channels has made it increasingly difficult for B2B marketers to identify their total addressable market or accurately target prospects and customers.

1. **Surface insights from marketing data.** Two thirds of B2B marketers say their problem is not the amount of data they have, but the ability to draw insight from that data. The vast majority of predictive analytics platform users say that the platform helps them better evaluate new market opportunities.
2. **Enrich existing database leads and accounts to fill in information gaps.** Predictive marketing analytics vendors manage data sets culled from numerous sources, including data aggregators, proprietary web crawls and scraping, social media, etc. Appending this data to existing customer profiles can provide valuable information that has been missing. Structured data can be taken directly from those sources, such as company, title, address and telephone number. Other data may need the vendor's advanced technology to extract into a usable format, such as technologies used (based on job requirements), expertise (derived from past jobs and experience), important events (taken from press releases, blogs, and news articles), and growth rate (based on changes over time).
3. **Improve lead intelligence.** Predictive models are built by correlating behaviors such as web searches, page views, and social media comments with important outcomes such as requesting a proposal or making a purchase. The key element is predicting which leads are close to initiating a buying project, making a purchase decision, or otherwise responding to a contact. The goal is to help internal marketing and sales teams apply their time to the most pressing needs.
4. **Enhance marketing performance across the customer lifecycle (not just during the acquisition phase).** Predictive marketing analytics can identify upstream and downstream opportunities with existing customers to help marketers better understand how and why they buy. With this information, B2B marketers can build programs to attract more valuable customers, and leverage predictive analytics to pinpoint the most effective ways to nurture prospects and engage existing customers.
5. **Enhance sales productivity.** Predictive marketing models can provide more accurate lead and account scoring to help sales reps focus on the accounts where their efforts will have the greatest benefit.

B2B predictive marketing analytics platform pricing

The majority of B2B predictive marketing analytics platform vendors license their technology on a software-as-a-service (SaaS) basis; the technology is hosted by the vendor and customers log into a web-based dashboard to utilize the system. Customers pay to use the technology on a monthly basis although virtually all of vendors profiled in this report require an annual contract.

Because of the increasingly complex nature of data integration and the varying levels of service required, few vendors publish their complete fee structures. Typically, vendors charge a base fee (ranging from \$12,000 to \$60,000 annually for vendors profiled in this report), with additional fees based on factors such as the number of models built, number of lead or account scores generated, or the number of data channels being managed by the platform. Many vendors offer a free trial or pilot program to show prospective clients the value of the platform to their marketing initiatives.

Because of the increasingly complex nature of data integration and the varying levels of service required, few vendors publish their complete fee structures.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements, are all critical pieces of the B2B predictive marketing analytics decision-making process. The following section outlines four steps to help your organization begin that process and choose the platform that is the right fit for your business needs and goals.

Step One: Do you need a B2B predictive marketing analytics platform?

Deciding whether or not your company needs a B2B predictive marketing analytics platform calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support, and financial resources. Use the following questions as a guideline to determine the answers.

- **Do we have gaps in our data that are preventing us from understanding which markets our company should address?** Marketing leaders must determine which addressable markets are ideally suited for your current and planned products and services. Are your sales reps hitting their goals? Do you know which accounts to engage in order to prevent churn and increase revenue? If not, then perhaps predictive marketing analytics can help.
- **Do we have marketing automation and CRM systems already installed, and do we use them consistently across the sales and marketing organizations?** To recognize value from predictive marketing analytics, scalable engagement and tracking systems must be in place to capture and capitalize on the predictive system's deliverables, which can include lead scores, enriched lead data, and net-new leads.
- **Are we ready to mine all of our data assets to find predictive insights?** A Forrester global survey on data and analytics found that most B2B companies use only a fraction of their internal data. Can marketing work with information technology (IT) to harvest data lying dormant in your operational systems and use predictive analytics to reveal, for instance, how loyal customers differ from those who buy once and are never heard from again? If not, collaborate to develop a technology infrastructure that will harness predictive insights continuously and turn customer data into action.
- **Do we have staff and financial resources to allocate to the predictive marketing system?** You don't need a data scientist on staff to use the models or lead scores provided

by a predictive marketing analytics platform. However, you will want your marketing resources to utilize the insights uncovered by the platform to pursue growth opportunities. This can include defining where and how to embed the insights from predictive analytics into campaigns and programs to help sales, product or service staff better win, serve, and retain customers.

- **Can we demonstrate ROI for a specific task to build C-level/executive buy in?** For most organizations, the best predictive analytics starting point is lead scoring and building ideal customer profiles for target account selection. Do you have a clearly defined profile? Does your current lead scoring system predict which leads will close at the highest rate? If you can demonstrate success in one of these two areas with a pilot program, you can win C-suite support for the predictive marketing analytics investment.

Make a list of all the predictive marketing capabilities you currently have, those that you would like to have, and those that you can't live without.

Step Two: Identify and contact appropriate vendors

Once you have determined that a B2B predictive marketing analytics platform makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- **Make a list of all the predictive marketing capabilities you currently have, those that you would like to have, and those that you can't live without.** This last category is critical, and will help you avoid making a costly mistake. For example, are you looking to find net-new leads that look like your ideal customer profile? Or is it more important that you enrich your existing lead and account database through a platform partner that has a rich data set of second- and third-party data sources?
- **Take your list of capabilities and then do some research.** Speak to your marketing peers at industry events to find out who is using which B2B predictive marketing analytics tools and why. The "Resources" section at the back of this report includes a list of blogs, reports, and industry research that will also help. (Many of the vendors profiled in this report also provide white papers and interactive tools that can help.)
- **Narrow your list down to those vendors that meet your criteria.** Submit your list of the B2B predictive marketing capabilities to the vendors you've identified, and set a timeframe for them to reply.
- **Decide whether or not you need to engage in a formal RFI/RFP process.** This is an individual preference, however be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your business and its predictive marketing analytics needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your predictive marketing analytics. Include details about timelines and the existing digital technology you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides come to a shared understanding of the purpose, requirements, scope, and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four platforms that you'll want to demo.

Step Three: Scheduling the demo

Set up demos with your short list of vendors relatively quickly after receiving the RFP responses to help make relevant comparisons. Vendors can differ significantly in terms of the data they provide and analyze, their modeling methods, and the outputs they generate. Make sure that all potential internal users are on the demo call, and include the following types of questions in your discussion.

Data sources and types

- What types of data do you provide and where does it come from?
- How often is your data updated and how long are old values retained before being discarded?
- Does the system process and provide data about individuals, companies/accounts, or both?
- What firmographic data does the system use (i.e., company size, individual title)?
- What signals does the system use (i.e., web page views, purchase history, promotion responses)?
- What unstructured data does the system use and provide (i.e., social media posts, call center transcripts)?
- Does the system apply standard categories to data such as title, department, industry, topic, etc.?

Data imports

- What types of data can be imported from client systems?
- Are there any limits on the volume of data or how often the data is imported?
- How does the system import data from client systems (i.e., batch file imports, API connections, database queries)?
- Are there existing connectors to import data from the systems used by my company?
- What is involved in building a new connector (i.e., who does the work, what is the cost, how long does it take)?

Associating identities

- Does the system rely on the client to place an ID on data from different sources that relates to the same company or individual?
- Does the system use "fuzzy matches" to link different versions of the same company name or postal address?
- Does the system match client data against an external database of known companies or individuals, allowing linkages such as parent/subsidiary or email/postal address?
- Does the system link data across different levels such as leads to accounts or opportunities?

Lead scoring and modeling

- Does the system provide predictions at the individual level, company level or both?
- How transparent is the process for calculating scores (i.e., can we see the determining factors)?
- Is client data always necessary to build a model?
- Does the system build a single model for each client or can it build multiple models?
- How long does it take to build our first predictive model? How long does it take to create another model after the first one?
- How does the system monitor ongoing model performance?
- Are existing models updated continuously, as needed, or at regular intervals? Can we change the elements of the model to make adjustments?

Vendors can differ significantly in terms of the data they provide and analyze, their modeling methods, and the outputs they generate.

System outputs

- What types of outcomes can the system predict (i.e., binary, categorical, numerical)?
- What scoring output is provided (i.e., scores, supporting data, explanations of scores, analytics)?
- How are outputs made available (i.e., API, batch export, other)?
- What prospecting information is provided (i.e., names, titles, contact information, company, firmographics)?
- Does the product deliver scores that accurately predict the downstream value of an account, lead, contact, opportunity or customer?
- Is there an existing user interface (UI) to access system results, such as viewing scores for an individual prospect or customer?

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours.

Pricing

- How is your pricing structured?
- Are there additional fees based on database size, number of predictions made, number of channels, number of models, etc.?
- Are there separate fees for initial setup?
- Are there separate fees for use of your data and/or third-party data?
- Are we purchasing a software license or subscribing to a service?
- Are there additional charges for professional services?
- Do we have to sign an annual contract? What if we want to terminate before the contract ends?
- Do you offer a free trial or pilot program? What if our actual performance doesn't match the trial results?

Step Four: Check references, negotiate a contract

Before deciding on a particular vendor, take the time to speak with several customer references, preferably individuals in a business similar to yours. The platform vendor should be able to supply you with several references if you cannot identify ones yourself. Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the platform. Consider also asking these basic questions:

- Why did you move to a B2B predictive marketing analytics platform?
- Why did you select this platform over others?
- Has this tool lived up to your expectations?
- How long did the system take to implement?
- Who was involved in the implementation?
- Are you also using additional customer retention or sales advisory tools?
- Were there any surprises that you wish you'd known about beforehand?
- Where have you seen the most success? The biggest challenges?
- How are you measuring your own success?
- How easy was the set-up process and how long? Did the vendor help?
- How responsive is customer service?
- Has there been any down time?
- What is the most useful, actionable (favorite) report the tool generates?
- What do you wish they did differently?
- Why would you recommend this tool?

Virtually all of the vendors profiled in this report require an annual contract. Once you've selected a vendor, be sure to get in writing a list of what technology and support are covered

in the contract. Ask about what kinds of additional fees might come up. Are there charges for custom integrations, if so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If you need to train a new hire midyear, what will that cost? What is the "out" clause? Obtaining the answers up front – and having them in writing – will ensure fewer surprises or additional costs down the road.

Conclusion

B2B marketers today are increasingly charged with making technology purchases that will contribute to bottom-line revenue goals. More than two thirds of B2B marketers report they are now measured on the amount of revenue generated from their marketing and lead generation campaigns. With few skilled statisticians in marketing organizations, B2B marketers are relying more on predictive marketing analytics platforms to automate and streamline processes to prepare data, build statistical models, assign lead and account scores, and surface insights from the results.

Understanding your current marketing processes, knowing how to measure success, and being able to identify where you are looking for improvements are all critical pieces of the B2B predictive marketing analytics decision-making process. Once you have determined that a B2B predictive marketing analytics platform makes sense for your business, spend time researching individual vendors and their capabilities. While many vendors have their roots in B2B lead scoring, the majority of vendors profiled in this report offer a wide range of features that can improve marketing and sales efficiency throughout the purchase funnel. ■

More than two thirds of B2B marketers report they are now measured on the amount of revenue generated from their marketing and lead generation campaigns.

Vendor profiles



6sense
47 Lusk Street
San Francisco, CA 94107
(T) 415-212-9225
www.6sense.com

Target customer

- B2B enterprises (500-plus employees) marketing considered products with lengthy sales cycles.

Key customers

ADP	CBS Interactive
Cisco	Dell
HP	IBM

Key executives

Amanda Kahlow, Founder and CEO
Mark Dye, Chief Strategy Officer
Chris Gutierrez, Chief Data Scientist
Amar Doshi, VP, Product

Company overview

- Founded in 2013.
- 50-plus employees.
- \$40 million in total venture funding, including an \$18 million Series B round in July 2015 led by Battery Ventures.

Product overview

- Predictive platform that combines third-party buyer intent data from publishers, review sites, online buyers guides, and social media with client CRM, MA, and website data to identify and predict contacts and accounts in active buying cycles.
- Scores existing contacts and accounts, with additional focus on uncovering net-new leads by associating anonymous behavior data with known contacts and accounts.
- Primary use cases focus on enhancing sales and marketing workflow to achieve business goals.
 - Account-based marketing (ABM) for marketing and sales to drive top-of-funnel programs with net-new leads and accounts.
 - Prioritization of existing leads and accounts to identify cross-sell and upsell opportunities.
 - Sales enablement to identify and target "in-market" contacts and accounts with buying intent.
 - Facilitate territory assignment and management.
 - Prioritize leads for channel partners.

Data

- The 6sense Exclusive Data Network monitors and interprets billions of buying signals (both structured and unstructured) across the web (i.e., search, blogs, publisher sites, advisory services, review sites, and more).
 - Additional company and contact-based demographic and firmographic data collected via proprietary web scraping, categorization, and validation techniques to score buyer profiles.
- External data is connected to client internal data systems (i.e., web logs, CRM, MA).
- Data update cycles vary from real time to daily depending on source.
- Client data imported via API integration; standard file transfer protocol (SFTP) used

Vendor profiles



6sense
47 Lusk Street
San Francisco, CA 94107
(T) 415-212-9225
www.6sense.com

for file transfers when API not available.

- Hosting partner (Amazon Web Services) is ISO 27001 data security certified.

Lead scoring

- Scoring done at the lead, contact, and account levels.
 - Account Buying Stage (awareness, consideration, decision, purchase) scores.
 - Account In-Market Intent scores.
 - Account Profile scores (buyer profile scores utilize firmographic and demographic attributes such as industry, company size, job title/function, financial health, and social media presence).
 - Contact Engagement scores.
 - Contact Profile scores.
- Intent-based product scoring based on thousands of behavioral signals and B2B web interactions that signify intent.
- Scores updated daily.

Models and segmentation

- Models built to open opportunities and offer scores on a per-product basis at the account, contact, and lead level.
- Most models allow for segmentation of groups; further micro-segmentation available upon request depending on client needs and data volume.

Outputs and prospect discovery

- Categorical output for in-market scoring based on buying stage (i.e., purchase, decision, consideration, awareness, target), with 0-100 score to assist with list sorting.
- Categorical output for buyer profile modeling based on profile fit (i.e., strong, moderate, weak) to filter specific groups of records.
- Clients can generate dynamic lists from outputs, with full access to all records in the system.

Measurement and reporting

- Customization of CRM and MA system reports available to track prediction performance.
- 6sense Customer Success team conducts periodic client business reviews providing use case metrics and lift measurement.

Third-party integration

- Native integration with Salesforce, Oracle Eloqua, Marketo, Integrate, and Adobe Analytics.
- Integrates with data management platforms (DMPs), demand side platforms (DSPs), and publishers including Forbes, TechTarget, and Madison Logic.

Pricing and support

- Pricing begins at \$75,000 annually and is based on size of the company, the number of product categories being scored.
- Annual contract required.
- Onboarding typically takes from two to six weeks (depending on the product) and is included in pricing when using standard API integrations.
- Basic customer support included; add-on support for ongoing maintenance is available.

Vendor profiles

**EVERSTRING**

EverString
1850 Gateway Drive
San Mateo, CA 94404
(T) 650-425-3937
www.everstring.com

Target customer

- B2B SMBs to enterprise companies.

Key customers

Apttus
Coupa
Hortonworks
Microsoft
SalesLoft
Zenefits

Key executives

Vincent Yang, Co-founder and CEO
J.J. Kardwell, Co-founder and President
Jim Walker, VP, Marketing
John Simon, VP, Sales

Company overview

- Founded in 2012.
- 100-plus employees.
- \$78 million in total venture funding, including a \$65 million Series B round in October 2015 led by Lightspeed Venture Partners.
- Additional office in Beijing, China.

Product overview

- Offers account-based, full-funnel predictive lead scoring and modeling capabilities.
- Collects and curates fit, engagement, and intent signals across more than 11 million accounts.
 - Predictive Ad Targeting solution captures parts of the ad bid stream.
 - Predictive Demand Generation solution utilizes account-level scoring for top-of-funnel marketing applications.
- Primary use cases focus on account-based marketing, discovering cross-sell and upsell opportunities, and net-new lead prospecting.

Data

- Data set includes 20,000 fit, engagement, and intent signals across more than 11 million companies/accounts.
- Data sourced from proprietary web crawls, as well as commercial third-party data sellers.
 - Features both structured and unstructured data.
- Data update cycles vary based on source.
- Utilizes Amazon Web Services for data hosting, which is ISO 27001 data security certified.

Lead scoring

- Leads scored using a library of 100,000 attributes that can be filtered down to the average 20,000 attributes present in the client's data set.

Vendor profiles

**EVERSTRING**

EverString
1850 Gateway Drive
San Mateo, CA 94404
(T) 650-425-3937
www.everstring.com

Models and segmentation

- Multi-funnel models available at both the lead and account levels.
- Segmentation across groups, personas, and sales stages.

Outputs and prospect discovery

- Clients provided with both lead and account “fit” scores via either manual file transfer or native integration with the client’s marketing automation platform or CRM.

Measurement and reporting

- Standard report suite provides lead volume, likelihood to convert, and transparency into fit or engagement scores.

Third-party integration

- Native integration with Salesforce and Microsoft Dynamics (CRMs), as well as Marketo and Oracle Eloqua (marketing automation).
- API not available.

Pricing and support

- Pricing averages \$25,000 annually and is based on the number of models, objects scored, and the number of net-new quality accounts delivered by the platform.
- An annual contract is required.
- Positioned as a self-serve platform; onboarding process averages several days with little or no professional services required.
- Ongoing customer support is included in platform pricing.

Vendor profiles



GrowthIntel
Level 42, One Canada Square
London U.K. E14 5AA
(T) 44-0-20-3668-3664
<http://growthintel.com>

Target customer

- B2B enterprise companies targeting a high volume of small and mid-sized businesses (SMBs) via outbound marketing.

Key customers

American Express
BT
CambridgeFX
Google
Lloyds Banking Group

Key executives

Tom Gatten, Founder and CEO
Prash Majmudar, Co-founder and CTO
Emer Kirrane, Head of Product
James Brown, VP, Sales

Company overview

- Founded in February 2011.
- \$3.4 million in March 2015 Series A led by 83North and MMC Ventures.
 - Funding used to hire new data scientists and engineers, as well as support algorithm development.

Product overview

- Predictive platform focused on the U.K. addressable business market.
 - Only private company with data set of every U.K.-based business.
- Uses natural language processing (NLP) and machine learning to build models that identify and prioritize account prospects according to "in market" status.
 - Provides personalized recommendations for companies/accounts identified as ready to buy.

Data

- Data set sourced from millions of websites.
- Unstructured web data combined with additional structured data sources including internal client data (firmographics and transactions) and news articles.
- Third-party data updates vary from daily to monthly, depending on source.
- Data imported via CSV files or through native Salesforce integration.

Lead scoring

- Data set of U.K. companies/businesses prioritized according to online signals (i.e., recency of purchases, new hires, etc.) that indicate the degree to which they are "in market" or ready to buy.

Vendor profiles



GrowthIntel
Level 42, One Canada Square
London U.K. E14 5AA
(T) 44-0-20-3668-3664
<http://growthintel.com>

Models and segmentation

Predictive models built at the company/account level.

- Multiple models available by product or service lines.
- Salesforce data integration allows clients to refresh custom models and prioritize companies/accounts for new campaigns.

Outputs and prospect discovery

- Clients provided with a prioritized set of company records that include company name, corporate structure, years in business, address, registration number, website, financial filings, industry sector.
 - Contact-level information includes names and phone numbers.
- Clients select number of records and fields per record to export to their CRMs.

Measurement and reporting

- Key metrics focus on opportunities generated by the platform.
- Reports on prospect buying signals, as well as high- and low-performing campaigns.

Third-party integration

- Native integration with Salesforce.
- API not available.

Pricing and support

- Undisclosed pricing based on the number of sales opportunities generated by the platform, plus an annual maintenance fee.
- Annual contract is required.
- On-site and remote training with account manager is included; onboarding process averages about one week.
- Ongoing client support and professional services are included in pricing.

Vendor profiles



Infer
444 Castro Street
Mountain View, CA 94041
(T) 415-212-9225
www.infer.com

Target customer

- High growth, B2B mid-market companies in a range of vertical industries, particularly high-tech.

Key customers

AppDynamics
Atlassian
Concur
HubSpot
New Relic
Zendesk

Key executives

Vic Singh, Co-founder and CEO
Yang Zhang, Co-founder, Engineering
Chung Wu, Co-founder, Engineering

Company overview

- Founded in 2010.
- 50-plus employees.
- \$35 million in total venture capital funding from Redpoint Ventures, Andreessen Horowitz, Nexus Venture Partners, Sutter Hill Ventures, and The Social+Capital Partnership.

Product overview

- Predictive sales and marketing platform offering profiling and predictive scoring.
- Predictive scoring includes behavior models and four types of fit-model types to improve lead discovery, filtering, routing, and sales prioritization as primary use cases.
 - Automates marketing triggers from prospect activity.
 - Measures marketing program effectiveness.
 - *Sales Insight* module provides transparency into lead, account, and behavior scores.

Data

- Multiple internal and third-party data sources (not disclosed).
- Proprietary web crawls convert unstructured data to structured.
- Data updates vary from on-demand, weekly, monthly or quarterly (for third-party sources).
- Data imports via API. Accepts CSV or Excel client exports.

Lead scoring

- Deploys a 0-100 score to each lead, contact, opportunity or account based on client business goals and requirements.
- Scores are then grouped by an A-D rating; thresholds can be controlled by the client.

Vendor profiles



Infer
444 Castro Street
Mountain View, CA 94041
(T) 415-212-9225
www.infer.com

Models and segmentation

- Models built on the lead, contact, and opportunity level. Account scoring models available at the company level.
- Four types of models:
 - Fit models predict prospects that are a good fit to buy client products and services. Built on the lead, contact, and opportunity levels; custom account scoring models are available for prioritizing accounts.
 - Net-New Lead Generation models feed top-of-funnel marketing efforts at the account and contact levels. Scores lists from multiple sources (i.e., third-party vendors, Infer's proprietary B2B database, and intent data providers).
 - Behavioral models mine activity data within the marketing automation platform to predict when prospects are in-market and ready to buy.
 - Usage models are based on product usage and target high-tech clients that have a SaaS offering.
- Profile Management system launched in November 2015 combines client data with Infer's library of external signals (i.e., segments, personas, scores) to define, identify, and target ideal customer profiles.

Outputs and prospect discovery

- Scored lead lists delivered at the account, contact or individual lead level based on client business goals and requirements.
- Fit models output firmographic signals that can be binary, categorical or numerical.

Measurement and reporting

- Standard metrics to review model performance include:
 - Leads/contacts/accounts created and bucketed.
 - Opportunities created from leads/contacts/accounts.
 - Closed/won opportunities created from leads/contacts/accounts.
 - Revenue closed.
 - Average deal size.
 - Sales effort against leads/contacts/accounts.
- Reporting metrics can be customized, and can also include pipeline velocity, opportunity pipeline, and lead quality by channel of creation.

Third-party integration

- Native integration (via pre-built connectors) with Salesforce, Marketo, Oracle Eloqua, HubSpot, Pardot, InsightSquared, and Google Analytics.
- API available.

Pricing and support

- Base platform fee ranges from \$25,000-\$30,000 annually. Additional fees apply for the number of entities scored, additional models built, marketing automation connectors used, and custom integrations.
 - Free pilot includes "proof-of-concept" model developed over a two-week period.
- Annual contract required.
- Customer support includes a 90-day implementation team to onboard the client and achieve desired use case.
- Customer Success team provides a dedicated Account Manager for quarterly business reviews and on-demand assistance after the initial onboarding period.

Vendor profiles



Lattice Engines
 1820 Gateway Drive, Suite 200
 San Mateo, CA 94404
 (T) 877-460-0010
www.lattice-engines.com

Target customer

- B2B mid-market (\$25M-plus annual revenue) and enterprise companies in the technology, financial services, business services, and manufacturing verticals.

Key customers

Citrix
 Dell
 EMC2
 PayPal
 Staples
 SunTrust Bank

Key executives

Shashi Upadyay, Co-founder and CEO
 Kent McCormick, Co-founder and CTO
 Michael McCarroll, President
 Andrew Dong, VP, Engineering

Company overview

- Founded in 2006; SaaS-based product available in 2010.
- 150 employees.
- \$75 million in total venture capital financing, including a \$28 million Series D round in June 2015.
 - Investors include Sequoia Capital, New Enterprise Associates, River Cities Capital Funds, Piper Jaffray, and Blue Cloud Ventures.
- Additional offices in New York, Boston, and Austin, TX.

Product overview

- Predictive marketing and sales platform designed to improve conversion rates, deal size, and revenue growth through broad modeling capabilities.
- Primary use cases are identifying net-new leads, lead/account prioritization and cross-sell/upsell opportunities.

Data

- Data cloud incorporates data from more than 40 third-party vendors including Dun & Bradstreet, HGData, and Bombora, as well as the open web through proprietary scraping technology.
- Integrates internal client data systems including CRMs, MAPs, and ERPs.
- Real-time data updates as both behavioral or intent activities and attributes are associated with an account or lead.
- Data imports through APIs.
- ISO 27001 data security certified (since 2012).

Vendor profiles



Lattice Engines
 1820 Gateway Drive, Suite 200
 San Mateo, CA 94404
 (T) 877-460-0010
www.lattice-engines.com

Lead scoring

- New behavioral or intent activities and attributes are associated with an account or lead, and input in near real-time into the scoring algorithm.
 - Scores and signals/insights based on the sum of all information are automatically updated in client system.

Models and segmentation

- Unlimited model-building based on product line, geography, and more.
- Segmentation at the group, persona or sales stage (or any data field in the client's CRM or MAP system).

Outputs and prospect discovery

- Binary outputs as scores written into client MAP or CRM systems.
- Categorical outputs for lead enrichment (attributes written into the account or lead), and buyer insights (dynamic talking points based on company and lead attributes surfaced within the system).
- Monitors trends and events, such as increases in prospect or account web visits that may indicate readiness to buy or company growth.

Measurement and reporting

- Standard reports focus on model performance, including comparing segment conversion rates.
- Key performance metrics include conversion rates over time, sales cycle velocity increases, and improved annual contract value (ACV).

Third-party integration

- Native integration with Salesforce, Oracle Eloqua, and Marketo.
- API integration with Pardot, Microsoft Dynamics, IBM Silverpop, HubSpot, and Act-On.

Pricing and support

- Pricing starts at \$36,000 annually and is based on database size.
- Annual contract is required.
 - "Data diagnostic" offered pre-engagement to assess contact match rates, gaps in customer data, and opportunities to improve or optimize client data for predictive marketing.
 - 24-hour pilot program includes one model built using Salesforce data extraction, client use case, and success metrics to measure potential lift.
- Average onboarding time is three to eight weeks and includes professional services team to configure the system.
 - Customer Success manager assigned to work with clients on an ongoing basis.
 - Add-on strategic services for custom integrations and modeling.

Vendor profiles



LeadSpace

47 Kearny Street, Suite 600

San Francisco, CA 94108

(T) 855-532-3772

www.leadspace.com

Target customer

- High mid-market and enterprise B2B companies in the technology, telecommunications, business services, healthcare, and financial services markets.

Key customers

Adobe
Akamai
Bloomreach
Five9
NetSuite
SAP

Key executives

Doug Bewsher, CEO
Amnon Mishor, CTO and Co-founder
Pat O'Brien, Chief Revenue Officer
Assaf Monsa, GM, Israel

Company overview

- Founded in 2010; LeadSpace platform launched in 2012.
- 70-plus employees.
- \$35 million in venture funding, including an \$18 million Series B round in July 2015 led by Battery Ventures.
- Additional office in Hod HaSharon, Israel.

Product overview

- Predictive platform focused on aggregating and blending diverse data sources and types (particularly unstructured web and social media data) to enhance lead discovery, enrichment, and scoring.
- Primary use cases are:
 - Qualifying, prioritizing, and routing leads.
 - Net-new prospects and ideal customer profile (lookalike prospect) creation.
 - Funnel stage optimization relative to products or personas.

Data

- Data set uses a combination of client (first-party), second-party (i.e., Dun & Bradstreet), and third-party data sources.
- Proprietary data aggregation and blending technology for analyzing and classifying unstructured web and social media data.
- Second-party data updates depend on vendor update cycles; first and third-party data updates available on demand.
- High security client data imports through flat file (FTP) batch transfer.
- In the process of attaining ISO 27001 data security certification.

Vendor profiles

leadspace

Leadspace
47 Kearny Street, Suite 600
San Francisco, CA 94108
(T) 855-532-3772
www.leadspace.com

Lead scoring

- Uses number scoring for leads and companies, with transparency into the factors used to determine scores.
- Letter grades for segments or customer buckets.

Models and segmentation

- Two standard model types focus on predictive scoring for individuals/leads and companies/accounts.
- Custom models available for clients with multiple product lines looking to optimize for a specific product, funnel stage or customer profile.

Outputs and prospect discovery

- Both individual/lead (job function/title/level, verification status) and company/account (industry, revenue, employee counts) signals correlate to define and identify roles within the organization.

Measurement and reporting

- Key metrics relate to primary use cases:
 - Number of lead matches and enriched records (lead enrichment).
 - Correlation of leads to accounts through marketing automation and CRM database analysis.
 - Closed/won/loss status relative to ideal customer profile at each stage of the funnel (full funnel analysis).
 - Number of contacts delivered that match target accounts/companies (net-new prospects).

Third-party integration

- Native integration with Salesforce, Marketo, Oracle Eloqua, and HubSpot (beta).
- API launched in December 2015.
 - Partnered with Engagio to provide lead-to-account matching via Engagio's account-based marketing platform.

Pricing and support

- Pricing starts at \$36,000 annually and is based on volume of net-new leads, custom models purchased, and platform functionality.
- Annual contract required.
- Onboarding process led by Customer Success Managers and averages two weeks (longer onboarding process for enterprise or more sophisticated clients.)
- Pilot programs available for a fee that compare Leadspace results against another predictive marketing vendor.

Vendor profiles



MINTIGO

Mintigo

155 Bovet Road, Suite 400

San Mateo, CA 94402

(T) 650-278-4180

www.mintigo.com**Target customer**

- B2B mid-market and enterprise companies in the technology market.

Key customers

Equinix
 Getty Images
 Neustar
 Oracle
 Red Hat
 SolarWinds

Key executives

Jacob Shama, Co-founder and CEO
 Tal Segalov, Co-founder and CTO
 Ehud Ben-Reuven, Co-founder and Chief Scientist
 John Bara, President and CMO

Company overview

- Founded in June 2009.
- \$34 million in Series B, C, and D financing from Sequoia Capital, Adams Street Partners, and Giza Venture Capital.
- Additional office in Ra'anana, Israel.

Product overview

- Predictive platform that continuously collects thousands of "marketing indicators" that are combined with client's marketing automation or CRM database.
 - Resulting models are used to identify "CustomerDNA™" or the attributes of the highest value prospects and customers.
- Omnichannel marketing through Predictive Campaigns™, a built-in Eloqua application that enables personalized buyer journey campaign execution through predictive models.
- Primary use cases are: lead prioritization, account-based marketing, cross-sell and upsell opportunities, and sales enablement.

Data

- Collects information on 2,700 data points or "marketing indicators" (i.e., financials, staff, hiring trends, technology installed, marketing channels used, purchase intent) for more than 10 million accounts/companies and 160 million leads/contacts worldwide.
 - Data sourced through proprietary web crawls; majority of data collected is unstructured and then categorized and validated through machine learning algorithms to be used for modeling purposes.
 - New data points added monthly; existing data points collected continuously.
 - Client data imported through batch file uploads.
 - Data hosting partner is ISO 27001 certified.

Vendor profiles



MINTIGO

Mintigo
155 Bovet Road, Suite 400
San Mateo, CA 94402
(T) 650-278-4180
www.mintigo.com

Lead scoring

- CustomerDNA provides the ideal customer profile and contains between 30 to 100 attributes and predicted degree of lift for each attribute.
- As leads enter the platform, shared attributes are surfaced and each lead is scored based on how closely it looks like the ideal customer profile.

Models and segmentation

- Unlimited model building (based on terms of the subscription contract) at the lead-based and account-based levels.
 - Segmentation at the group, persona or sales stage (or any data set in the client's database).
- Data attributes that are identified by models as part of the CustomerDNA are appended for every lead and account record in marketing automation and CRM tools.

Outputs and prospect discovery

- Provides both binary and categorical outputs.
- Prospect lists generated at the company and individual levels.
 - Ranks both existing records and net-new accounts and leads.
- Monitors trends through historical data tracking as well as intent data indicators.

Measurement and reporting

- Dashboards display CustomerDNA model performance and lead database segmentation reports.
- Customization of standard reports is available to Salesforce customers.

Third-party integration

- Native integration with Salesforce, Oracle Eloqua, Marketo, Adobe Campaign, and Oracle Sales Cloud.
- Bulk APIs available.

Pricing and support

- Pricing starts at \$60,000 annually and is based on database size. There is a minimum requirement for number of contacts/leads and monthly flow of inbound leads.
- Customer Success team leads clients through onboarding process, which averages four to six weeks.
 - Ongoing customer support included, depending on the scope of client requirements.
- Free proof of concept available. Includes needs assessment, initial model, predictive lead scores and data enrichment, and model validation.

Vendor profiles



Radius
225 Bush Street, 12th Floor
San Francisco, CA 94104
(T) 855-723-4870
www.radius.com

Target customer

- B2B marketers targeting audiences from SMBs to enterprises.

Key customers

First Data
Gusto (Formerly Zen Payroll)
Heartland Payment Systems
Revel Systems
Staples

Key executives

Darian Shirazi, Co-founder and CEO
David Obrand, COO
Adrian Druzgalski, Co-founder and CTO
Noah Hayes, Co-founder and SVP, Design

Company overview

- Founded in 2009.
- 140-plus employees.
- \$125-plus million total venture funding, including \$50 million in July 2015 led by Founders Fund.

Product overview

- Predictive platform that utilizes the proprietary, real-time Radius Business GraphSM, which monitors over 50 billion dynamic signals from more than 18 million U.S. businesses.
- Features an intuitive, plug-and-play user interface to surface prospect and customer insights.
 - Key use cases include uncovering go-to-market insights, prioritizing leads and accounts, maximizing conversions, and identifying upsell and cross-sell opportunities.

Data

- The Radius Business Graph (RBG) is a comprehensive graph consisting of 50 billion dynamic signals on over 18 million U.S. businesses.
- RBG is rebuilt every two weeks to update data. CRM syncing is done in near real time.

Lead scoring

- Ranks prospects' likelihood to convert according to signals such as product technologies in use, social presence, firmographics, recent trigger events, and third-party indications of intent to purchase.
- Through native integration with Marketo, prioritized leads can be routed to sales or targeted with personalized, nurture campaigns using Radius segmentation signals.

Vendor profiles

RADIUS®

Radius
225 Bush Street, 12th Floor
San Francisco, CA 94104
(T) 855-723-4870
www.radius.com

Models and segmentation

- Provides multiple predictive models that can be customized according to client need.
- Segmentation is focused at the account and lead level and based on firmographic (business revenue, location, advertising, and website) and intent data.
 - Contact-level segmentation using job function or title is also available.
 - Additional signals relevant for enterprise businesses include product technologies used, contact level and function, intent, and news and events.

Outputs and prospect discovery

- Contact records and leads are sent directly into Salesforce or Marketo to create lookalike recommendations within Radius and execute marketing campaigns through Marketo.

Measurement and reporting

- The *Radius Performance* dashboard tracks customer-defined conversion events, as well as top market segments (time and average touches to conversion) and sales cycle efficiency.
 - Measures conversions from Radius-sourced prospects.
 - Measures conversions influenced by the platform's predictive segmentation and targeting.
- The *Segments* dashboard allows users to test, optimize, and track target vertical markets.

Third-party integration

- Native integration with Salesforce, Facebook, and Marketo.
 - *Radius Connect* is a sales research tool embedded in Salesforce and Salesforce1 Mobile for sales rep access via mobile device.
- No APIs at this time.

Pricing and support

- Pricing ranges from \$30,000 to several million dollars annually.
- Annual contract required.
- Pilot or "proof of concept" programs available to SMBs and enterprise prospects for a nominal fee.
- *CMO Insights Report* offers 24–48 hour turnaround time to sample client data and highlight where Radius' predictive marketing can improve results.
- Radius' Customer Success team works with clients pre-engagement; clients are supported by Customer Support team and online success portal.

Vendor profiles



SalesPredict
995 Market Street, Suite 232
San Francisco, CA 94103
(T) 415-653-0080
www.salespredict.com

Target customer

- SMBs to enterprises in the high-tech, financial services, and manufacturing industries.

Key customers

GE
MarcomCentral
Microsoft
Showpad
TIBCO
Viroom

Key executives

Yaron Zakai-Or, Co-founder and CEO
Kira Radinsky, Co-founder and CTO
Yuval Nissan, VP, Engineering
John Hulwick, VP, Worldwide Sales

Company overview

- Founded in May 2012.
- 20-plus employees.
- \$5.1 million in total venture capital funding.
- Additional office in Netanya, Israel.

Product overview

- Predictive platform that combines machine learning and natural language processing (NLP) to correlate sales wins and losses with demographic, firmographic, and behavioral data available in the client's CRM and marketing automation systems, as well as external data sources and the open web.
 - Delivers predictive lead, account, and opportunity scores.
 - Provides insights into the factors behind the scores (transparency).
 - Offers insights into conversion rates by segment plus contributing factors (i.e., automatic micro-segmentation).
- Use cases focus on:
 - Generating net-new leads by identifying ideal customer profiles and using predictive analytics to identify lookalike leads.
 - Prioritizing existing leads through predictive lead scores and insights.
 - Improving conversion rates through predictive analytics to surface leads and accounts more likely to convert.

Data

- Structured and unstructured demographic, firmographic and intent data culled from third-party sources and the open web.
- Third-party data partners include Bombora, InsideView, Orb Intelligence, ZoomInfo, and HG Data.
- Near real-time (within one minute) data updates after contact records enter Salesforce.
- Data can be imported via API or Excel.
- ISO 27001 data security certified.

Vendor profiles



salespredict

SalesPredict
 995 Market Street, Suite 232
 San Francisco, CA 94103
 (T) 415-653-0080
www.salespredict.com

Lead scoring

- Uses number and letter scoring system to evaluate leads.
- Sales Conversation Planner provides transparency into lead scoring factors.
 - Includes behavioral, demographic, and firmographic data.
- Companies (accounts) identified by website addresses; individuals identified by their email address (including company domains).

Models and segmentation

- Builds unique, auto-trained (continuous, dynamic updates) model for each client that adapts and applies machine learning as business grows or changes.
- Predictive scores provided at the lead, account, and opportunity levels.
- Segmentation at the industry, persona, and sales stage levels.
 - Offers automated persona-building based on surfaced insights.

Outputs and prospect discovery

- Integrated lead and account scores provided within the client's Salesforce or marketing automation system.

Measurement and reporting

- Dashboards track conversion rates over time, pipeline generated by channel, and revenue won by score.
- Identifies micro-segments to build personalized lists and measure performance.

Third-party integration

- Native integration with Salesforce, Pardot, Marketo, Oracle Eloqua, and Oracle CRM.
- API available.

Pricing and support

- Pricing starts at \$20,000 annually and is based upon database size.
 - Clients recommended to have at least six months of history in their Salesforce CRM.
 - Separate CPL (cost per lead) fee for predictive demand generation.
- Annual contract required.
- Customer Success team support included for onboarding process (platform adoption, expansion, and ongoing support.)

Enterprise marketing cloud solutions with predictive marketing analytics capabilities

Adobe Marketing Cloud

345 Park Avenue

San Jose, CA 95110-2704

(T) 408-536-6000

<https://www.adobe.com/marketing-cloud/online-marketing-solutions.html>

A subscription-based service with the following eight solutions that enable users to leverage centralized and shared data, content assets, and customer profiles: Adobe Campaign, Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Audience Manager, Adobe Media Optimizer, and Adobe Primetime.

Predictive marketing analytics features:

Adobe Campaign is the suite's marketing automation solution. In summer 2015, Adobe enabled native integration between Adobe Campaign and Adobe Audience Manager (the suite's DMP -- data management platform) to activate cross-channel customer experiences. Campaign clients can share audiences and conduct lookalike modeling to acquire more contacts, as well as leverage anonymized data for retargeting strategies. Plug-in access with B2B predictive marketing analytics platforms 6Sense and Mintigo is available.

Adobe Analytics, the suite's web analytics solution, offers a Predictive Intelligence version that includes:

- Anomaly detection to surface significant spikes and dips and analyze their impact;
- Correlation analysis to identify trends and relationships in large datasets;
- Audience clustering to dynamically categorize individuals based on similarities;
- Customer propensity modeling to define and predict leads most likely to convert or complete a conversion event; and
- Audience activation to share discovered audiences across Adobe Marketing Cloud solutions.

Salesforce

One Market Street, Suite 300

San Francisco, CA 94105

(T) 800-NO-SOFTWARE

www.salesforce.com

Salesforce offers several cloud-based product suites including a Marketing Cloud, Sales Cloud, Service Cloud, Community Cloud, App Cloud, and IoT Cloud. Salesforce Pardot is the company's marketing automation platform (Pardot was acquired through Salesforce's purchase of ExactTarget in July 2013) and is positioned within the Salesforce Sales Cloud. Plug-in access with virtually all of the predictive marketing analytics platforms profiled in this report is available through Salesforce Pardot.

Predictive marketing analytics features:

Salesforce has made several acquisitions over the past two years, including MetaMind (April 2016), PredictionIO (February 2016), and RelateIQ (August 2014) to bolster the machine learning and predictive capabilities in its cloud-based services.

Oracle Marketing Cloud

Redwood Shores
 500 Oracle Parkway
 Redwood Shores, CA 94065
 (T) 855-695-4418
www.oracle.com/marketingcloud

Oracle acquired marketing automation platform Eloqua in December 2012; it has now been integrated into the Oracle Marketing Cloud. Other Oracle Marketing Cloud solutions include:

- Oracle Responsys (B2C cross-channel marketing);
- Oracle Content Marketing (formerly Compendium);
- Oracle Data Management Platform (formerly BlueKai);
- Maxymiser (testing and optimization); and
- Oracle Social Marketing.

Predictive marketing analytics features:

Oracle Eloqua's native integration with the Oracle Data Management Platform (DMP) allows clients to automatically move audience segments from Oracle Eloqua to the Oracle DMP and execute targeted display and search campaigns as well as lookalike modeling for prospecting on anonymous online prospects. Clients can also access the Oracle Cloud Marketplace, which provides plug-in access to 200-plus add-on applications, including predictive marketing analytics platforms 6Sense, SalesPredict, and Lattice Engines.

At the enterprise level, Oracle offers predictive analytics technology that is intended to simplify and automate the data mining process through mining models. These models are trained and tested and then used to generate the results returned to the user. Oracle offers the Oracle Spreadsheet Add-In for Predictive Analytics to provide predictive analytics operations within a Microsoft Excel spreadsheet.

IBM Marketing Cloud (formerly Silverpop)

200 Galleria Parkway, Suite 1000
 Atlanta, GA 30339
 (T) 866-745-8767
www.silverpop.com

IBM acquired marketing automation platform Silverpop in May 2014. Silverpop became the foundation for the IBM Marketing Cloud in August 2015. IBM Marketing Cloud focuses on the following key capabilities: email, lead management, mobile, social, analytics, recommendations and personalization, and planning and budgeting. Plug-in access to predictive marketing analytics platform Lattice Engines is available.

Predictive marketing analytics features:

IBM offers several cloud-based products that provide predictive marketing analytics capabilities for small and mid-sized businesses (SMBs) as well as enterprises. IBM Watson Analytics is a self-serve tool that automates data exploration and predictive analytics, and provides highly visual dashboards and infographics. Pricing starts at \$30/month per user. IBM Predictive Analytics is a full-service Bluemix solution that is built on IBM's enterprise SPSS analytics platform. Users can discover patterns and trends in both structured and unstructured data, and combine statistical analysis, predictive modeling, and decision optimization and scoring in an intuitive visual user interface.

Resources

Blogs

Customerexperiencematrix.blogspot.com, published by David Raab.
Blog.topohq.com, published by TOPO Research.

Websites

Digitalmarketingdepot.com
Marketingland.com
Raabassociatesinc.com
Searchengineland.com

White papers

"The Predictive Power of Three: Discovery, Scoring, and Enrichment in B2B Sales and Marketing," published October 2015 by Leadspace. www.leadspace.com

Reports

2015 Survey of B2B Marketers: Lead Generation Priorities and Predictive Analytics, published by 6sense.
www.6sense.com

B2B Predictive Analytics Technology Report, published by TOPO in July 2015. www.topohq.com

Buyer's Guide to Predictive Analytics for B2B Sales and Marketing, published by Raab Associates.
www.raabassociatesinc.com

From Insight to Action: How Predictive Analytics Improves B2B Marketing Outcomes, published by Forrester Research and commissioned by Radius in August 2015. <https://radius.com>

How Predictive Marketing Analytics Boost B2B Performance, conducted by Forrester Consulting and commissioned by EverString. www.everstring.com

Predicting Routes to Revenue: Identifying Real-Time Decisions for Business-Driving Engagement, published by CMO Council in January 2016. www.cmocouncil.org

Why Modern B2B Marketers Need Predictive Marketing, published by Raab Associates and sponsored by Mintigo.
www.mintigo.com