Expanding Tam with Activated Lead Data

VONAGE

About Vonage

Vonage is a global cloud communications company that offers voice, video, messaging, and chat APIs, as well as virtual phone numbers and collaboration tools for businesses. Its cloud-based platform enables customers to communicate using any device or channel. Recognized for innovation and offering 24/7 support and flexible pricing plans, Vonage serves a diverse range of industries.

Challenge

- Vonage was facing difficulty in identifying TAM/SAM/SOM within their Salesforce.com environment
- Monitoring penetration of previously assessed TAM
- Identify the most effective sequences within Outreach, and optimize conversion rates
- Re-engaging with old opportunities that were previously closed/lost by recalibrating the TAM
- Activating timely post-event follow-up campaigns, while intent prevails

Solution

Leveraging the RightLeads Activated Data Platform As a comprehensive solution, Nexsales chose the top-down method and approached challenges across 4 major phases.

The MarTech Specialist plugs in the gaps

MarTech Specialist

Data Scientist

Having identified the TAM effectiveness and the high-performing Outreach sequences. To add another layer of enrichment, Nexsales' MarTech Specialists analyzed old opportunities. Leveraging intent scoring tools, like 6Sense, machine learning and closed-loop feedback systems, Nexsales built datasets of high-intent accounts. After a final round of appending and data enrichment, the Vonage ICP-based contacts were built to help re-engage closed-lost accounts.

Leveraging AI to Optimise Pipeline Growth

Data Analyst

Revenue Intel Dashboards

AI Prioritized Leads

RightLeads leveraged its AI recommendation engine to analyze over 150 outreach sequences for Vonage, identifying the unique sequence structure and top-performing sequences. The AI model used machine learning algorithms to analyze data and identify patterns that indicate which outreach sequences were most effective. The AI-powered recommendation engine provided Vonage with valuable insights, enabling them to optimize their sales processes and drive pipeline growth. Nexsales also tracked and monitored the sequences through its Rev Intel dashboard to make data-driven changes and adjustments, which further improved the results

Data Orchestration by MarTech Specialists

Tech Stack Integration

RightLeads is Go To Market ready

Recognizing the significant impact of lead allocation on BDR productivity, RightLeads' MarTech specialists tested the 2020 TAM by uploading 11,000 accounts, along with 100,000 contacts, to Salesforce. Utilizing specialized Account-Based Marketing tools such as Engagio, RightLeads' MarTech specialists were able to allocate GTM ready high-intent accounts to BDRs located in various POD zones throughout North America. This solution enabled BDRs to efficiently target high-quality leads and optimize their productivity

TAM Identification through Data Unification

Total Addressable Market

Data Subscription

Human Data Assistant

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The ResponsePoint Result

11k Accounts Identified

100k Contacts built

3x Increase in activated GTM Data

70% Increase in TAM Leads

4x Increase in response of best-performing sequence

24hr TAT for data enrichment

95% Precision and end-to-end visibility of sequences through the sales funnel

See how ResponsePoint can help you clone your customers for piprline success!

Book a Demo