

# Empowering Sales and Marketing Professionals for Success

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## Enlyft's Unique Ability to Answer Three "W's"

Enlyft delivers actionable sales and marketing intelligence to help companies understand who their most promising customers are, why they are the right customers, and what the most effective messaging is to approach them with.

[enlyft.com](https://enlyft.com)



# The Changing B2B Landscape

Over the past couple of years, sales and marketing professionals have witnessed a seismic shift in terms of the way companies approach the B2B buying process.

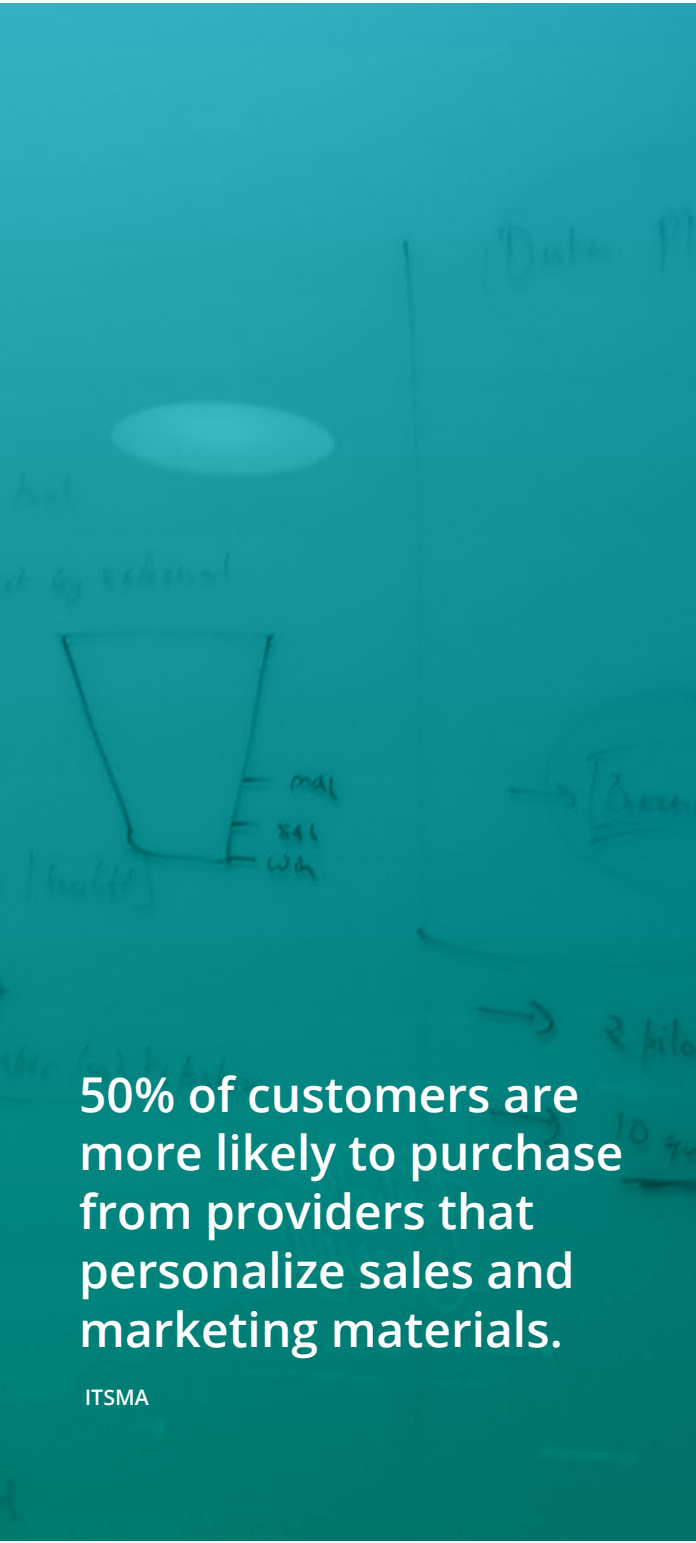
With the recent and rapid proliferation of new cloud, mobile, social, and other technologies, companies are afforded more choices than ever before. It's become increasingly challenging for B2B organizations to create a sustainable competitive advantage.

To complicate matters, B2B buyers are demanding more and more from the vendors they interact with throughout the decision-making process. Their tolerance for "spray and pray" one-size-fits-all sales and marketing tactics is waning. Today's B2B buyers gravitate to providers that provide tailored and personalized insights.

A survey conducted by ITSMA found that 50% of customers are more likely to purchase from providers that personalize sales and marketing materials and communication according to customers' specific business needs.

Recognizing the importance of delivering highly personalized customer messaging, many B2B sales and marketing professionals have adopted Account Based Marketing (ABM) approaches. ABM involves focusing on a narrowly defined set of best-fit customers and delivering highly targeted messages to them. According to ITSMA, 84% of B2B marketing professions believe that ABM approaches result in a higher return on investment as compared to other marketing strategies and programs.

Unfortunately, ABM initiatives have not met expectations. The deficiency is largely due to the fact that sales and marketing professionals rely on too many disparate vendors to inform their ABM strategies--they rely on one or more vendors to provide data, others to assist with building predictive models, and others to produce recommendations. These disparate sources of input don't seamlessly integrate with one another, which causes sales and marketing professionals to have gaps in terms of their perception and knowledge of prospects and customers. Ultimately, B2B companies under-deliver and overspend. What's more, their ability to implement ABM at scale is limited.



**50% of customers are more likely to purchase from providers that personalize sales and marketing materials.**

ITSMA

# Leveraging Enlyft to Realize ABM At Scale

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Enlyft is the only provider that offers data, modeling, and insights all within one unified platform.

Because all input components “speak” to each other, Enlyft is able to help sales and marketing professionals accurately answer three critical questions about their prospects and customers. Answering these questions is a prerequisite to gaining deep insights about customers and implementing ABM at scale.

Enlyft enables sales and marketing professionals to build targeted account lists based on which accounts have the highest buying propensities for their products and solutions. Armed with this knowledge, sales and marketing professionals can prioritize the accounts that are most likely to convert and tailor approaches and initiatives accordingly.

## Who?

Who has the highest propensity to purchase my solution?

## Why?

Why are they interested in my solution?

## What?

What types of messaging should I approach them with?



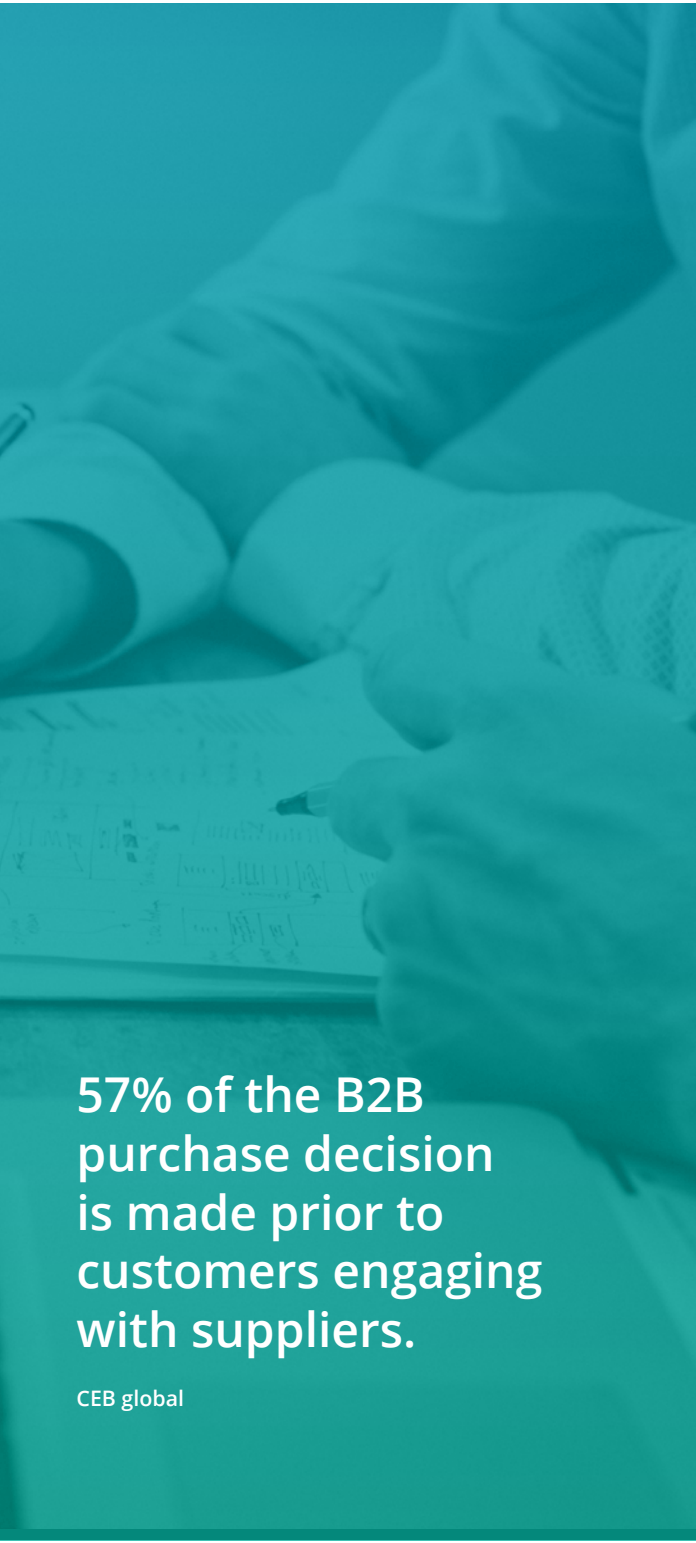
## Who has the highest propensity to purchase my solution?

In order to determine which accounts have the highest buying propensities, Enlyft analyzes all the data housed in a company's CRM system (for example, historical win and loss details), as well as that contained in Enlyft's database of more than four million companies.

Enlyft's predictive models take into account thousands of different attributes, including firmographic information (e.g., number of employees, industry, the location of company headquarters), technographic information (e.g., hardware and software installations, with coverage of more than 10,000 different technologies), as well customers' own CRM fields.

Once models have been built, Enlyft generates custom scores to predict each account's propensity to purchase. Accounts are also segmented based on where the target accounts are in the purchase cycle.

Each account is assigned two scores: a propensity score based on the account's overall fit for a particular offering (determined, in part, by firmographic and technographic details), and an intent score based on an account's likelihood and readiness to purchase now (determined by signals that indicate that an account is actively researching a particular solution). According to CEB global, 57% of the B2B purchase decision is made prior to customers engaging with suppliers. By leveraging data pertaining to buying intent, sales and marketing professionals gain a competitive advantage. They can engage customers earlier on in their purchase process and proactively nurture them until they are in a position to purchase.



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CEB global

## Why are they interested in my solution?

Enlyft doesn't deliver recommendations from a black box. Instead, it arms sales and marketing professions with a deep understanding of why prospects and customers have a specific buying propensity. Understanding the "why" is critical. According to Salesforce, 89% of B2B purchasers expect companies to understand their unique needs and expectations. If a purchaser doesn't sense that a vendor uniquely understands why a prospect is a good fit for a particular product or service, the prospect is likely to move on to another vendor.

Using Enlyft, sales and marketing professionals are able to gain deep insight into why prospects and customers are interested in a particular offering. Enlyft determines the specific firmographic and technographic variables that cause accounts to have a high buying propensity. For example, the absence of an alternative competitive solutions may indicate that a prospect has an unsolved pain point and a high buying propensity. Alternatively, the presence of a particular suite of technologies may indicate a company's propensity towards adopting cloud technologies. As well, the presence of one or more specific technologies that are complementary to a vendor's offering may indicate a high buying propensity.

## What types of messaging should I approach them with?

Enlyft is the first vendor to provide sales and marketing professionals with actionable insight in terms of the types of messaging they should use to attract prospects and customers. By leveraging advanced machine learning algorithms, Enlyft determines which specific products within a company's portfolio will appeal most to particular prospects and customers. This insight enables companies to make relevant product suggestions early on in the buying cycle. Anticipating prospect and customer needs is essential. According to Salesforce, by 2020, 75% of B2B buyers will expect vendors to anticipate their needs and make relevant suggestions before they initiate contact.

Not only does Enlyft provide sales and marketing professionals with insight into specific product suggestions, it also arms them with insight into the specific marketing messages that will best resonate with prospects and customers. Enlyft can even recommend specific slide decks and demos to be used with specific accounts.

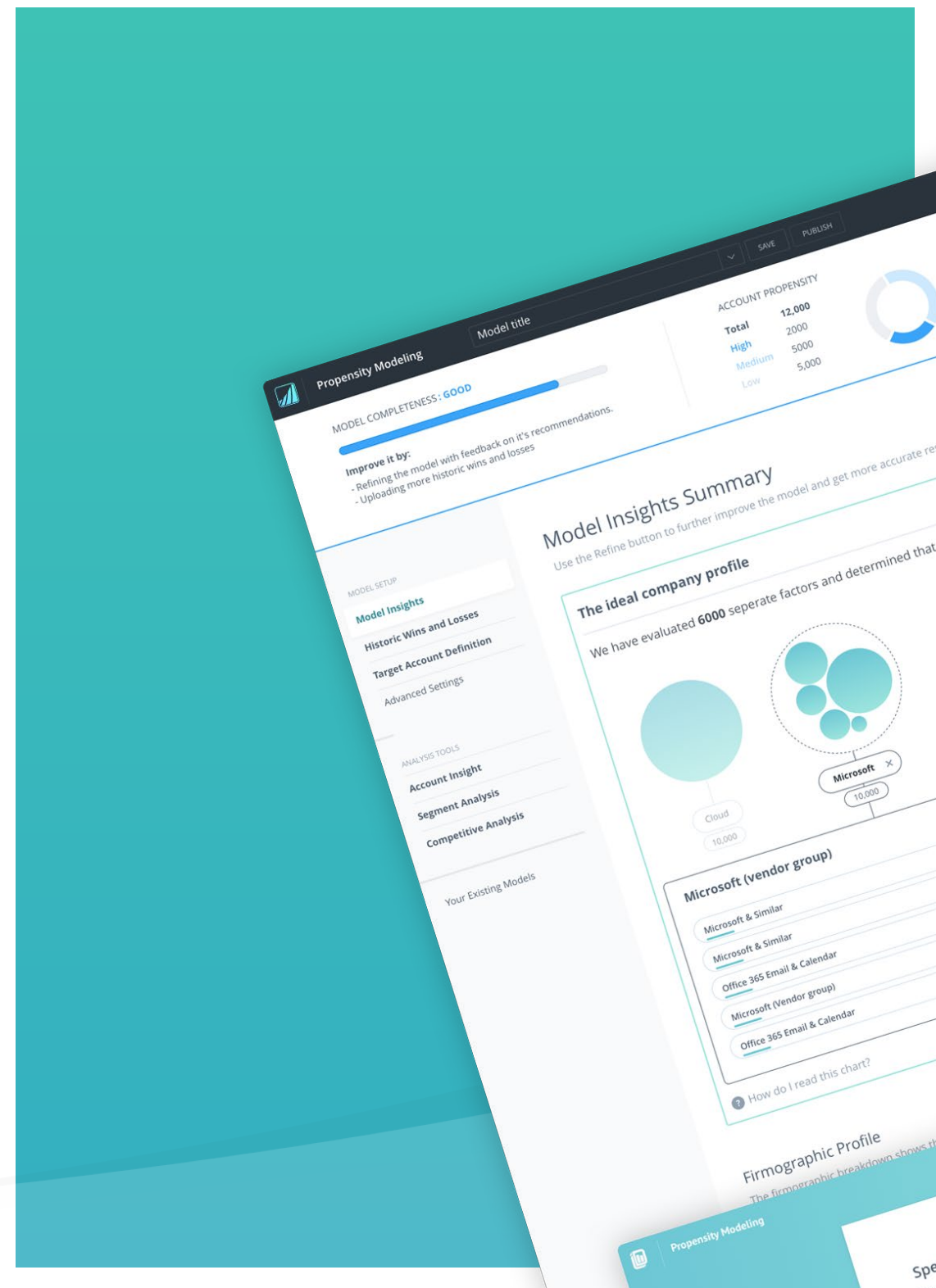
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According to Salesforce

# Summary

We're living in the "age of the customer". The B2B buyer has raised the bar in terms of their demand for personalized experiences.

Sales and marketing professionals need to up their game in terms of being able to gain perspective into their customers. According to CEB research, 53% of customer loyalty is determined by a company's ability to deliver unique insight to the customer. To be successful, sales and marketing professionals must craft 1-to-1 journeys for customers. Only by answering the aforementioned "who", "why", and "what" questions can sales and marketing professionals prime themselves for success in the long run.





# Learn more about Enlyft

Visit us at [enlyft.com](https://enlyft.com)  
or email us at  
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