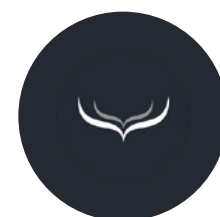




Ways Centralizing Customer Data Can Grow Revenue



Presented by Hull with insights from:





Contents

Introduction	2
More Granular Segmentation	3
Refined Lead Qualification	4
Enriched Sales Conversations	6
Simplified Revenue Attribution Reporting	7
Time Savings and Efficiency Improvements	8
Conclusion	9



Introduction

Numerous software applications have popped up over the past decade with the promise of “hockey stick” revenue growth. They guarantee improvements in key areas like sales pipeline acceleration, lead generation and productivity through automation.

While it’s true that each application offers unique value toward achieving these goals, they each stand on their own. And before you know it, your martech and sales tech stack has grown to five, 10 or even 15+ tools, and you have no idea how it got there or how to manage it all.

It’s not that you had shiny object syndrome. Each of these tools is valuable to your business and contains a wealth of important information. The problem is those insights are only available within each tool and to the direct users of it. However, those insights are so valuable that you want to share them more broadly across the organization – not to mention combine them with data sitting in other tools to make everything you have exponentially more powerful.

What your organization may need is not another tool to add to the tech stack, but rather a way to make the most of your existing ones by unifying them.

Until you can combine all those powerful insights, you’re missing opportunities to use your organization’s full dataset to grow revenue. All the data you need is at your fingertips, but if you can’t share it effectively, you’re leaving money on the table.

As it turns out, what your organization may need is not another tool to add to the tech stack, but rather a way to make the most of your existing ones by unifying them.

In doing so, you can effectively make the data that’s available in one system actionable in an entirely different system. Once you do that, the possibilities for growth multiply tremendously.

With that in mind, here are five tactical ways that unifying your tack stack can lead to increased revenue.



More Granular Segmentation

Power more personalized content and targeted marketing campaigns

Unifying your martech stack provides access to data across multiple tools, meaning you can build extremely granular segments using a combination of data from your CRM, marketing automation, sales enablement, chat, website, product and so on.

The ability to build segments based on the combined data that sits across these key systems stands in stark contrast to the status quo of segmenting within the confines of each tool. That's because once you have the power to build segments using data from across systems, the limits to how granular you can get evaporate. Imagine if you could build a segment of prospects that:

- Fit the ideal customer profile (as determined by your CRM and data enrichment tool)
- Visited the pricing page and at least two other pages of your website (as determined by your site analytics)

- Have a certain lead score (as determined by your marketing automation system)
- Are not being worked by an SDR (as determined by your sales enablement tool)
- Are not in an active trial (as determined by your product or data warehouse)

....and then send those prospects an email via your marketing automation tool about a new ROI calculator your marketing team built -- all with a few clicks, automatically.

Now that would be a game changer. And it's possible to do today. In fact, leading organizations are already making it happen.

Consider the case of [Appcues](#), which has a tool designed to improve user onboarding, feature activation and more. The Appcues sales team uses Hull to trigger personalized outreach to leads who

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sign up for a free trial by combining and segmenting data from Clearbit, Segment and their SQL database and then syncing those leads into HubSpot CRM and Slack in real-time.

Meanwhile, [Oz Content](#), which has a content ideation software, uses unified data to create highly targeted content and get that content to exactly the right audience. For instance, Oz Content used its data to identify clusters of contacts with similar traits and then created webinars focused on each of those niche pain points. But the marketing team didn't want to promote these niche webinars by sending generic, send-to-all emails. Instead, they wanted to email only the leads who would be most interested in each webinar based on their pain points. The team used Hull to make this possible and saw a 2-3x increase in email open rates as a result.

"With Hull, I can create user segments along just about any line that I want. I can grab any interaction or query, any sort of company profile data, technology install base, metrics for startups, job roles, employee seniority. I can now get really granular with my audience, which I wasn't able to do before. That resulted in a 400% increase in conversions from lead to opportunity from what we saw pre-Hull once we started running these types of granular-segmented email campaigns," says Matt Lovett, CEO of Oz Content.



Refined Lead Qualification

Enable better lead and account prioritization

Your sales team probably spends a lot of time on leads that may never go anywhere for two common reasons:

- Your sales team mistook a prospect's mild interest in a topic for signals they were getting ready to buy
- Your company doesn't actually want to close the deal because the prospect account is too small, costly or not a good use of resources

It's a less than ideal situation that happens far too often in B2B sales organizations. While it's common to treat all leads the same way, it's also a mistake to do so. Just because someone expresses an interest in your company, doesn't mean they're a good lead for you. Yet when there's no lead qualification system or one that overemphasizes purchase intent, sales teams pay attention to the squeakiest wheel – whoever is loudest and most recent. They end up wasting their time with leads who can't or won't ever buy, or they get absolutely overwhelmed with volume.

As Janet Choi, who runs content marketing at Clearbit puts it: "Like so many things in life, B2B sales and marketing has many correlations to dating. You want there to be a real match – they should be interested in you and have qualities that you're seeking. That's why you can't just talk with anybody and everybody and expect to get to the results you want."

Unifying your martech stack can alleviate this problem by allowing you to refine lead qualification so that your sales team can work the accounts that will yield the most revenue. Specifically, with a unified martech stack you can:

- Pool together multiple sources of interest and intent data, such as starting a free trial, visiting the pricing page or beginning a chat conversation through the website
- Match that intent data with fit data like company size, prospect job title/management level and revenue
- Make this combined data available for sales to see in their CRM or with a notification via Slack

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This type of lead qualification is a much-needed quality filter that can sift out the highest-value and most promising accounts within your current universe of leads. The most robust systems will pair intent data with fit data as described above so that you can reliably predict the quality of conversations to help sales determine where it makes the most sense to spend their time.

This approach made a big difference for Proposify, which offers a gallery of templates for proposals and other services. The Proposify sales team was manually sorting through hundreds of leads that came in every day from free trials and content magnets, but

can even speed up the experience for leads who are the most ready to buy – and who you want to buy from you.

For example, Gong.io, which offers a conversation intelligence platform for sales, decided to give a fast-track to their ideal leads (as determined by automated lead qualification running in the background) right at sign-up by shuttling them to a self-serve meeting scheduler. With this approach, their best-fit prospects could schedule their own demos without having to wait for a sales rep to get back to them, and Gong could rest assured knowing that their sales team was spending their time with the best leads.

The most robust systems will pair intent data with fit data... so that you can reliably predict the quality of conversations.

with that volume, it became impossible to quickly identify who they should offer a demo or call. To help sales determine the best accounts on which to focus, Proposify created a lead scoring system that could quickly and accurately qualify leads. The system incorporated fit quality based on Clearbit-enriched attributes like annual revenue, company size, industry and job title alongside intent data like pricing page visits and free trial activation.

Critically, once you have that type of reliable lead qualification system in place, it opens up the door to powerful automation. It means you

Of course Proposify and Gong are two examples of many businesses that have benefited from better lead qualification. Drift, which offers a conversational marketing platform, orchestrates account-based marketing from multiple sources of intent data to improve qualification, and Mention, which offers a tool for web monitoring, doubled its lead qualification accuracy by using Hull to enrich contact data and share it across the tools used by its sales and customer success teams.





Enriched Sales Conversations

Arm sales with more context to help increase prospect-to-customer conversion rates and cross/upsell opportunities

“Our sales conversion rate increased 70%, our ASP increased 25% and our ARR closed in the quarter increased 60% compared to our pre-Hull levels.”

- Jack Moberger, Marketing Operations & Strategy, Appcues

Bad (or a lack of) data can leave your sales team facing an uphill battle while working an opportunity. At best, it will delay the deal. At worst, it will kill the deal altogether.

On the flip side, you can set up your sales team for success by arming them with the right information. That's because providing your sales team with deep context ahead of prospect or customer conversations allows them to start well past the 50 yard line. Doing so can not only accelerate the sales process, but it can also instill confidence in prospects (and even customers during cross/upsell conversations) that you know their business and are therefore well-positioned to help solve their challenges.

It all starts by giving your sales team accurate, timely buying signals that they can use to focus in on the right deals and close them faster.

This context makes it possible for salespeople to create an amazing buying experience and build deeper relationships that increase revenue. Specifically, automating highly manual tasks (e.g. sending emails, logging notes) and providing deep buyer insights via a sales engagement platform like Outreach allows sales to focus on making connections and building trustworthy relationships with the right accounts (those who are a good fit and ready to buy) rather than simply blasting them with generic emails.

Appcues experienced this change firsthand, having seen enormous benefits since arming its sales team with this type of context. Using Hull, Appcues can identify key moments when a prospect is moving through the buyer's journey and react in real-time via automation or with a person to help prospects take the next step. According to Jack Moberger, who

runs marketing operations and strategy at Appcues: “Our sales conversion rate increased 70%, our ASP [average sale price] increased 25% and our ARR [annual recurring revenue] closed in the quarter increased 60% compared to our pre-Hull levels. We're talking hundreds of thousands of dollars converted to ARR.”

Mention has also found value in providing this context on the customer success side of the business. Now, the company uses Hull to sync relevant customer data to Salesmachine.io so that its customer success team knows which customers need their time most. This context allows the customer success team to better serve clients, resulting in more productive and valuable relationships that aid in renewal and cross/upsell conversations.



Simplified Revenue Attribution Reporting

Support smarter, more data-driven marketing investments

Revenue attribution reporting is one of the most challenging tasks that a marketer can face, mainly because the different tools that house customer data are siloed. The nature of B2B sales, in which each account has multiple contacts that engage with your company's marketing programs, only compounds this issue.

Despite the challenges that exist, your marketing organization needs to answer questions about campaign influence on revenue to determine where to invest marketing dollars to see the biggest returns. For example, you need to ask questions like:

- Which marketing programs moved the needle on a closed/won deal?
- Which campaigns sourced new leads – and the right leads – making them worth investing in long term?

With silos gone, you can pull together all the data necessary to tell a complete story about the journey of a customer from beginning to end.

Answering these types of questions doesn't have to be so challenging though. When you unify the tools in your marketing and sales tech stacks, you can eliminate the silos that exist. And with the silos gone, you can pull together all the data necessary to tell a complete story about the journey of a customer from beginning to end – even in cases where each customer account has multiple contacts that engage.

For instance, a tool like Hull allows you to see the moment a customer began researching on your

website (which could be months before they ever provided you with an email address or phone number for contact) and then follow that customer along their entire buyer journey. Did they chat with a sales rep? Did they activate a free trial? Did they click a Facebook or LinkedIn ad? Did they respond to or click on a link in a marketing email? With a unified setup, all of these touchpoints get housed together so you can easily answer these questions. In turn, this comprehensive insight makes it possible to accurately determine which efforts work best so you can make informed marketing investments.



Time Savings and Efficiency Improvements

Allow go-to-market teams to focus on their jobs, not administrative tasks and manual data manipulation

Imagine everything your go-to-market teams could accomplish each day if they didn't have to deal with spreadsheets or copying and pasting data to move it from one system to another. All of a sudden, your teams would have time to do more value-add activities like campaign management and analysis, A/B testing, content development and the list goes on.

The truth is, those value-add activities are not only what will help improve your organization's marketing and sales efforts, but they're also what your go-to-market teams actually want to do. They don't want to spend their days on administrative tasks and manual data manipulation, and those activities only serve to maintain the status quo – they don't help grow your business.

Unifying your customer data across systems makes it possible to automate these manual tasks, which frees up time for go-to-market teams to focus on value-add activities. After all, there's no need to

copy and paste data from one system to another when all the systems are integrated and pass that data back and forth on their own in real-time.

Importantly, the promise of time savings is real. For instance, when Drift introduced Hull, the team found itself with more time to focus on strategic activities since they no longer had to handle manual data manipulation. Says Guillaume Cabane, VP of Growth at Drift: "Aligning customer audiences across multiple tools is a pain that all marketing and growth teams face. Because Hull centralizes the data store and segmentation engine, we've reduced campaign overhead dramatically."





Conclusion

Today's martech and sales tech landscapes are smarter and more promising than ever before. We now have a variety of solutions that can help better understand prospects and customers, develop more nuanced customer journeys and increase overall marketing and sales performance.

Taken alone, these solutions deliver results. But they also lead to a new set of challenges, creating silos within organizations and forcing users to take on manual activities to understand how different elements of data fit together to tell a complete story of the customer journey.

Put together, these solutions become exponentially more powerful to deliver all the promised results and then some. Specifically, centralizing the customer data that sits across each of these tools can support:

- 1. More granular segmentation for targeted marketing**
- 2. Refined lead qualification for better prioritization**
- 3. Enriched sales conversations for improved conversion rates**
- 4. Simplified revenue attribution reporting for smarter marketing investments**
- 5. Time savings and efficiency improvements for go-to-market teams**

And with these capabilities in place, your organization can unlock doors for unprecedented revenue growth. Are you ready to get started?

About Hull

It's never been easier to use data and technology to find, acquire and care for customers. But that data so often sits siloed within tools and teams. Hull solves this problem by collecting, enriching and synchronizing data without any code so that you can orchestrate personal, relevant experiences at every touch using your existing tools. The result is a seamless experience for your customers as well as your sales, marketing and support teams. For more information, visit www.hull.io.



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