From Insight to Execution: Achieving Value with Predictive Marketing and Sales

:·: **Lattice**

100M

monthly interactions of intent data tracked

1,700

areas of interest tracked

150M

websites tracked daily

35+

data partnerships

DATA THAT DRIVES BETTER PREDICTIONS

"I have better calls with my customers because Lattice makes the right information available when I need it."

— TELESALES MANAGER, $4B INDUSTRIAL EQUIPMENT DISTRIBUTOR

FROM INSIGHT TO EXECUTION

Marketers are always looking for ways to increase alignment with sales and ensure that reps follow up on leads they are providing. Misalignment and lack of sales follow-up can be costly — upwards of 10% or more in revenue lost per year. As a result of working with global companies with massive sales forces like Dell, Office Depot and Staples, Lattice has created Buyer Insights, which surfaces scores from Lattice along with other predictive insights in CRM systems — in context of their lead, account or opportunity workflows.

Misalignment and lack of sales follow-up can be costly — upwards of 10% or more in revenue lost per year.

After testing the new app, a leading business supplier company was able to drive 40% increase in rep productivity by not only exposing predictive scores and insights, but embedding the scores into sales rep opportunity management workflow.

PROVEN CUSTOMER VALUE

CITRIX Citrix increased lead conversion rate by 30%

DELL Dell reduced the number of leads sent to sales by 50% while achieving a 2x increase in revenue

vmware VMWare used Lattice to drive a cross-sell initiative which increased cross-sell rates by 3x and revenue per rep by $50K
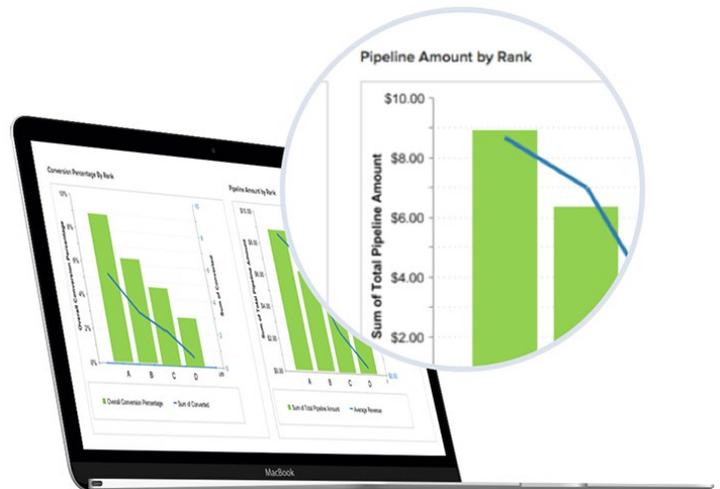
From Insight to Execution: Achieving Value with Predictive Marketing and Sales

Lattice

LATTICE BUYER INSIGHTS

Lattice generates predictive scores and insights about leads and accounts using thousands of data points on millions of companies, including intent indicators for each company.

The new release of Buyer Insights makes these scores and insights available to sales in a very consumable way:

- The new app is natively integrated into a company's CRM system.

  Leads and accounts scored by Lattice are presented as recommendations within their existing tabular workflow. Each recommendation tells the rep not only the score for that particular lead or account, but the underlying data attributes that make up that score, as well as the products that lead/account is likely to buy and estimated revenue.

- Dynamic talking points provide a template for marketers to shape sales conversations and shorten call prep times for each lead or account scored by Lattice.
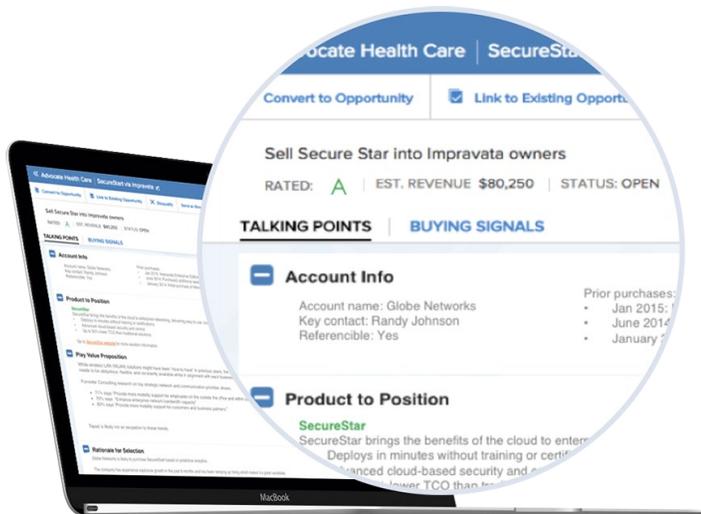
Customers can pull in additional data points about the lead or account such as company history, marketing campaign activity, executive changes, and even prior purchase history and other transactional data — all in one place to streamline the call prep process.

WHY LATTICE?

1. **Proven**

   Lattice has demonstrated success at over 100 companies (in multiple industries) — including high growth companies as well as established incumbents in their space.

2. **Secure**

   Lattice has been tested by the world's most security-sensitive financial institutions and is the only predictive marketing and sales vendor to be ISO 27001 certified.

3. **Easy**

   Lattice democratizes predictive modeling and data science for sales and marketing users.

4. **Complete**

   Lattice offers a suite of applications for the ENTIRE revenue cycle from prospecting to leads to cross-sell/up-sell to renewal.

From Insight to Execution: Achieving Value with Predictive Marketing and Sales

Lattice

- Predictive program dashboard provides out-of-the-box reporting and KPIs around how leads and accounts scored by Lattice are generating pipeline and converting.

  Also included are reports for front line managers to see which reps are following up on target leads and which reps aren't — so they can identify opportunities for sales rep coaching and improve team performance.

- An action ribbon is embedded within each lead or account scored by Lattice that enables a rep to easily qualify, convert to an opportunity, and log meeting notes, without having to navigate to other parts of their CRM system or enter additional data.

> *With Buyer Insights, Lattice is the first and only predictive vendor to have paved the last mile between the leads predictively scored by marketing and how sales follows up and executes on those leads.*
>
> **— SHASHI UPADHYAY, CEO OF LATTICE ENGINES**

Lattice is pioneering the predictive applications market for marketing and sales.

TO LEARN MORE, VISIT WWW.LATTICE-ENGINES.COM

FOLLOW 🐦 **@LATTICE_ENGINES**

Lattice is ushering in the age of the predictive marketer by offering the most comprehensive and widely used suite of predictive marketing and sales applications available today. As the market leader, Lattice's secure and easy-to-use applications help address every stage of the revenue cycle and deliver proven value to all stakeholders, ultimately resulting in increased conversion rates and accelerated revenue growth for companies of all sizes. Lattice is backed by NEA and Sequoia Capital with headquarters in San Mateo, Calif.