

# Lattice Prospect Discovery

67%

of the buyer's journey happens online before the buyer reaches your website.

“Access to holistic intent data may indicate early buying signals before the buyer even knows they are in the market to purchase.”

– KERRY CUNNINGHAM, SIRIUSDECISIONS

## FIND BUYERS BEFORE THEY KNOCK ON YOUR DOOR

B2B marketers are looking to reach more buyers — specifically, those not caught by the net of their inbound programs.

Traditionally, B2B marketers have relied on buying or renting lists to reach these unknown buyers. The key challenge with this approach is that leads on these lists are not particularly well qualified:

- **Aside from industry and size, you typically don't have a lot of precision in identifying companies most likely to become your customer.**
- **You don't really know if any of the leads are actively looking to buy.**

“By combining the power of predictive analytics with the power of intent data, Lattice makes it infinitely easier and cost effective to scale lead generation.

– LATTICE CUSTOMER, ALEX KRAWCHICK, DIRECTOR OF DEMAND GENERATION, HIREVUE.

## WHY LATTICE?

### ✓ Proven

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

### ✓ 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.

### ✓ Easy

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

### ✓ Complete

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

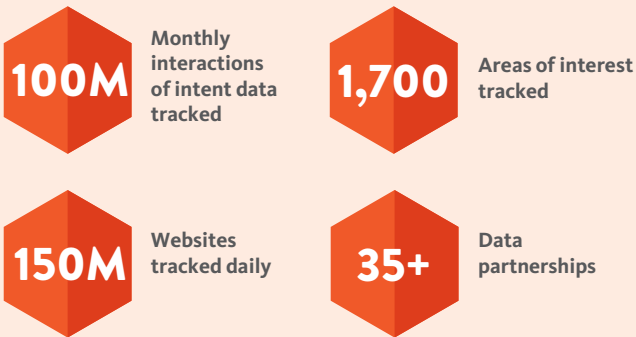
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## LATTICE PROSPECT DISCOVERY

Lattice tracks thousands of data points on millions of companies including intent indicators for each company. Prospect Discovery taps into this data to provide high quality net-new leads filtered on custom criteria:

1. **Who is most likely to do business with me (Fit criteria) — e.g. give me companies with more than 500 employees using marketing automation systems from Brand A and Brand B.**
2. **Who is actually in market for a solution (Intent criteria) — e.g. give me companies who have indicated interest in “mobile computing” in the past 24 hours.**

## DATA THAT DRIVES BETTER PREDICTIONS



Prospect Discovery is fully integrated with marketing automation and CRM platforms to optimize outbound communications. For example, marketers using Oracle Eloqua can add these scored leads to their nurture programs right from within the Oracle Eloqua campaign canvas.

## PROVEN CUSTOMER VALUE

- ✓ Citrix increased lead conversion rate by 30%
- ✓ DocuSign increased win rates by 37% and achieved a 10% yield increase across the funnel
- ✓ Dell reduced the number of leads sent to sales by 50% while achieving a 2x increase in revenue
- ✓ A leading high tech firm used Lattice to drive a cross-sell initiative which increased cross-sell rates by 3x and revenue per rep by \$50K

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

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.

TO LEARN MORE, VISIT [WWW.LATTICE-ENGINES.COM](http://WWW.LATTICE-ENGINES.COM)

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