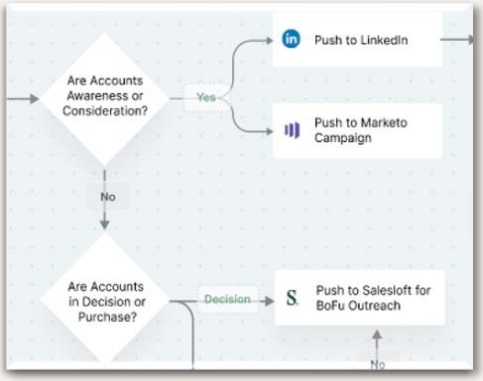
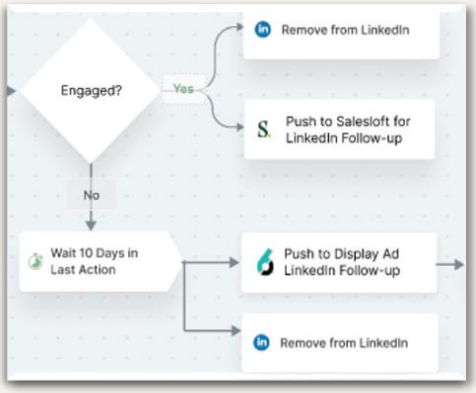
Audience Workflows Closed Beta Program

Help shape the future of omni-channel engagement!

Audience Workflows revolutionizes the way GTM teams create and manage omni-channel engagement.

Automate campaigns, scale unique buyer journeys, and optimize campaign performance all in one canvas view. Activate on more targeted insights across GTM activities to drive more pipeline and revenue.





Built for Marketers Supporting Demand Generation, Digital Campaigns, & Marketing Operations Efforts

Engage Across Various Channels

Never miss a revenue moment by ensuring you are meeting and engaging with your buyers across multiple channels such as CRM, MAP, SEP, Social, Display and AI Email Assistants.

Launch Multi-Step Campaigns

Launch concurrent and sequential campaigns across multiple digital channels. Leverage engagement behavior and time-based rules to power the inclusion criteria for campaigns.

Optimize Campaign Building

Save time and effort by reducing the number of steps needed to build and launch complex and hyper-personalized campaigns aligned with your buyer's journey.

Purchase New Contacts

Create new contacts or leads in your your database to engage across channels such as Conversational Email, Salesloft, or Outreach once the account begins showing in-market signals.

Create New Accounts

Never miss a sales opportunity by automatically creating new accounts in CRM that engage with your ad campaigns and set up custom rules to ensure no duplicates are created.

Supported Channels

CRM
HubSpot
salesforce

MAP
Marketo
HubSpot

SEP
Salesloft.
Outreach

Social
Meta
LinkedIn

Display
Google Ads
6sense

AI Email Assistant
6sense Conversational Email

Join the Audience Workflows Closed Beta Program Today!

Meet the below requirements? **Reach out to your CSM** to apply!

**Please note that while we'd love to welcome all customers, we have a limited number of spots available for participation.*

Technology Requirements

6sense Product Requirements
Must have and use 6sense's Account Based Marketing Platform. Though not required, customers with Conversational Email as well are preferred.

CRM Requirements
Must have and be integrated to 6sense with one of the following CRMs:

- Salesforce
- HubSpot

MAP Requirements
Must have and be integrated to 6sense with one of the following Marketing Automation Platforms:

- Marketo
- HubSpot

Process and Participation Requirements

Must be willing to **sign a legal addendum** for 6sense to provision access to beta program.

Participate in **recurring check-ins** with the product management team.

Test and publish workflows across **multiple engagement channels.**

Provide product feedback and recommendations on an ongoing basis.

Participate in the Audience Workflows beta program for **3-6 months*.**

*6sense expects the beta program to last 6 months but reserves the right to prolong or curtail at our discretion.

Excitement around participating in a beta program and shaping the future of 6sense products!

Reach out to your 6sense dedicated CSM to apply for the beta program today!

About 6sense

6sense reinvents the way organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, targets the right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers, sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably. 6sense has been recognized for its market-defining technology by Forbes Cloud 100, G2, and TrustRadius.