Rev Labs LIVE

6sense office hours

From AI Insights to Action:
How Marketers Use RevvyAI & MCP

Presenters

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RevvyAI provides plain-language intelligence so that you don't need to interpret all the data and insights 6sense provides you alone.

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REVVYAI FOR MARKETING

Revenue Marketing Platform

- **Reporting**

  Advertising performance, 6QAs, and keyword metrics conversationally

- **Keyword Management**

  Activate/deactivate and group keywords in plain language

- **Account Insights**

  Analyze activity and answer any account question instantly

- **Segment Filtering**

  Conversationally layer in filters within your prompts

- **Product Support**

  Answer any 'How to?' question instantly, in-platform

REVVYAI FOR SALES

Chrome Extension & Details Pages

- **Account Research**

  Overviews with real revenue data, signals, news, buyers

- **Prospecting**

  Recommended contacts with people-level activity & contact info

- **Meeting Prep**

  Buyer insights that drive revenue conversations

- **Sales Strategy**

  Outreach plays based on company activity

- **Anywhere You Work**

  CRM, LinkedIn, Salesloft, Salesforce, Outreach, HubSpot

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6sense MCP for Marketers

Everything in RevvyAI for Marketing without write access.

Account Insights

Get instant answers about any account's activity, engagement, and buying signals.

"What are the most important things to know about this account before our team engages?"

Keyword Performance

See which keywords have the most activity, spot rising and declining trends, and surface gaps based on what target accounts are researching.

"Show me keywords where intent has increased significantly in the last 30 days."

Website Activity

See which accounts visited your site, what pages they viewed, and how they engaged.

"Show most engaged accounts by website visits in the last 30 days."

Ad Performance

Retrieve impression and engagement summaries, performance by predictive buying stage, and which in-market accounts are responding to active display campaigns.

"How is display spend performing against accounts in the Decision stage?"

6QA Trend Analysis

Analyze 6QA trends, understand which accounts have received no outreach yet, and how pipeline compares to the prior period.

** Predictive Required*

"Which accounts became 6QA in the last two weeks that we haven't engaged yet?"

Segment Discovery

Surface and explore segment membership conversationally, then jump straight to the filtering and modification tasks in the Segments UI when you want to act.

"Show me accounts in the Decision stage in my ICP that visited pricing this month."

Market Research

B2B market intelligence tailored to your company, product, and ICP. Get help across a variety of topics like competitive intelligence, industry trends, GTM strategy, and more.

"Within my company's industry, what are the highest-priority problems our target customers are trying to solve?"

Product Support

Ask any "How do I...?" question about 6sense product functionality and get a direct, accurate answer without waiting on a CSM.

"How do I set up a mapping profile to enrich contacts in CRM?"

LIVE

Let’s see RevvyAI in action!

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RevvyAI & MCP Server

Two ways to put 6sense intelligence to work

RevvyAI

6sense's native AI agent, in-platform.

WHERE IT LIVES	Built into the 6sense platform
DATA SCOPE	6sense intelligence
CADENCE	Ad-hoc

MCP Server

6sense intelligence, extended to any AI agent.

Any MCP-compatible AI agent
6sense intelligence + additional data sources
Ad-hoc + automated /scheduled

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Sample Prompts — From RevvyAI to MCP

MCP extends what you already ask RevvyAI by combining it with other tools already connected in your AI assistant.

In RevvyAI	Extended With MCP
ACCOUNT INSIGHTS *"Pull up account signal details and give me a summary for this account."*	***"...now include context from our most recent Gong call and summarize everything we know about this account."***
KEYWORD PERFORMANCE *"Show me keywords where intent has increased significantly in the last 30 days."*	***"...now use Asana to compare emerging trends against our campaign themes for Q4 and flag where we have no coverage."***
6QA TRENDS *"Which accounts became 6QA in the last two weeks that we haven't engaged yet?"*	***"...now match those against opportunity owners in Salesforce and draft a prioritized follow-up note to each rep."***
AD CAMPAIGN PERFORMANCE *"Show me my top-performing ad campaigns for Q2 2026."*	***"...now use that performance data to build a business case justifying additional ad spend next quarter."***
WEBSITE ACTIVITY *"Show the most engaged accounts by website visits in the last 30 days."*	***"...now cross-reference with open pipeline in Salesforce and flag accounts with no scheduled touchpoint."***
SEGMENT DISCOVERY *"Show me accounts in the Decision stage in my ICP that visited pricing this month."*	***"...now draft a personalized outreach note for each account based on their site activity."***

Prompts to Try Based on Your Role

Role	Prompt to Try		Value
Marketing Ops	*"Show me accounts in our ICP with rising intent but no recent campaign engagement."*	*"Which keywords have gained momentum in the last 30 days?"*	*Faster analysis across 6sense and planning docs*
Demand Gen	*"Which campaigns are moving accounts into later buying stages?"*	*"What topics are gaining interest across our target accounts?"*	*Connect campaign performance to buying-stage movement*
Field Marketing	*"Which accounts in my territory are showing the strongest buying signals?"*	*"What should I know before planning an event for this segment?"*	*Surface territory-level buying signals*
RevOps	*"Which 6QA accounts have no follow-up?"*	*"Where are we seeing engagement gaps across segments?"*	*Connect 6sense signals to CRM ownership & action*

Connect 6sense to Your AI Assistant

1

Provision access to MCP

Your 6sense admin needs to provision access to MCP for your organization within AI Settings in 6sense. If this step is skipped, you'll only get access to product support via MCP.

2

Add the connector

Add the 6sense MCP server as a custom or remote MCP connector in your AI assistant. If using Claude, search for 6sense in their marketplace.

3

Connect via OAuth

Authenticate with your existing 6sense credentials. Requires Revenue Marketing license.

3

Start asking

Once you've confirmed the 6senseMCP server is integrated, start asking questions.

Works with any MCP-compatible AI-Assistant

Setup screens vary by platform. Dedicated step-by-step guides are available for:

Claude | ChatGPT | MS Copilot Studio

Also compatible with*:

Amazon Quick Suite	Glean
Gong	Google Gemini Enterprise
Salesforce Agentforce	HubSpot Breeze
Perplexity	Writer

**not an exhaustive list. The 6sense MCP server works with any MCP-compatible AI –Assistant that supports custom or remote MCP connectors. Please refer to your AI Agent's support documentation for more information and details on how to integrate. You will need a 6sense account to access.*

Additional questions on this check out the AI Trust Center

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Let’s see MCP in action!

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Turn Recurring Revenue Marketing Reports into an Automated AI Task

A turnkey resource equipping revenue marketing teams to automate recurring reporting tasks.

Included in the Guide:

- Admin Readiness Checklist
- Copy-and-paste Prompts
- Tool Labels and Claude Cowork and Claude Code Configs

Reporting Use Cases Highlighted:

- Monthly Campaign Reviews
- Weekly 6QA Follow-up Digest
- Weekly Keyword Intent Engagement
- Daily Hot-account Brief

Automated Delivery Channels:

- Formatted updates sent via Slack
- Generate docs in Google Docs, Notion, etc.
- Push outputs directly to team repos

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Discussion / Q&A