Marketing Operations at 6sense

All things data, process & measurement

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Lauren Skinner-Johnson

Director, Marketing Operations

- MQL to 6QA Convert
- Mom of 4 & dog foster enthusiast
- Love all things organization

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MOPs Strategy @ 6sense

Data: (1) Select the best accounts & (2) know about them
- Define your ICP
- Leverage intent

Process: (3) Engage the right way & (4) collab with sales
- Share data across tech stack
- Qualify accounts

Measurement: (5) Track real stuff
- Progression & pipeline
- Find the red

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First, let’s set the stage…

Our **revenue operating model** is the foundation of how we leverage our data, tech & process

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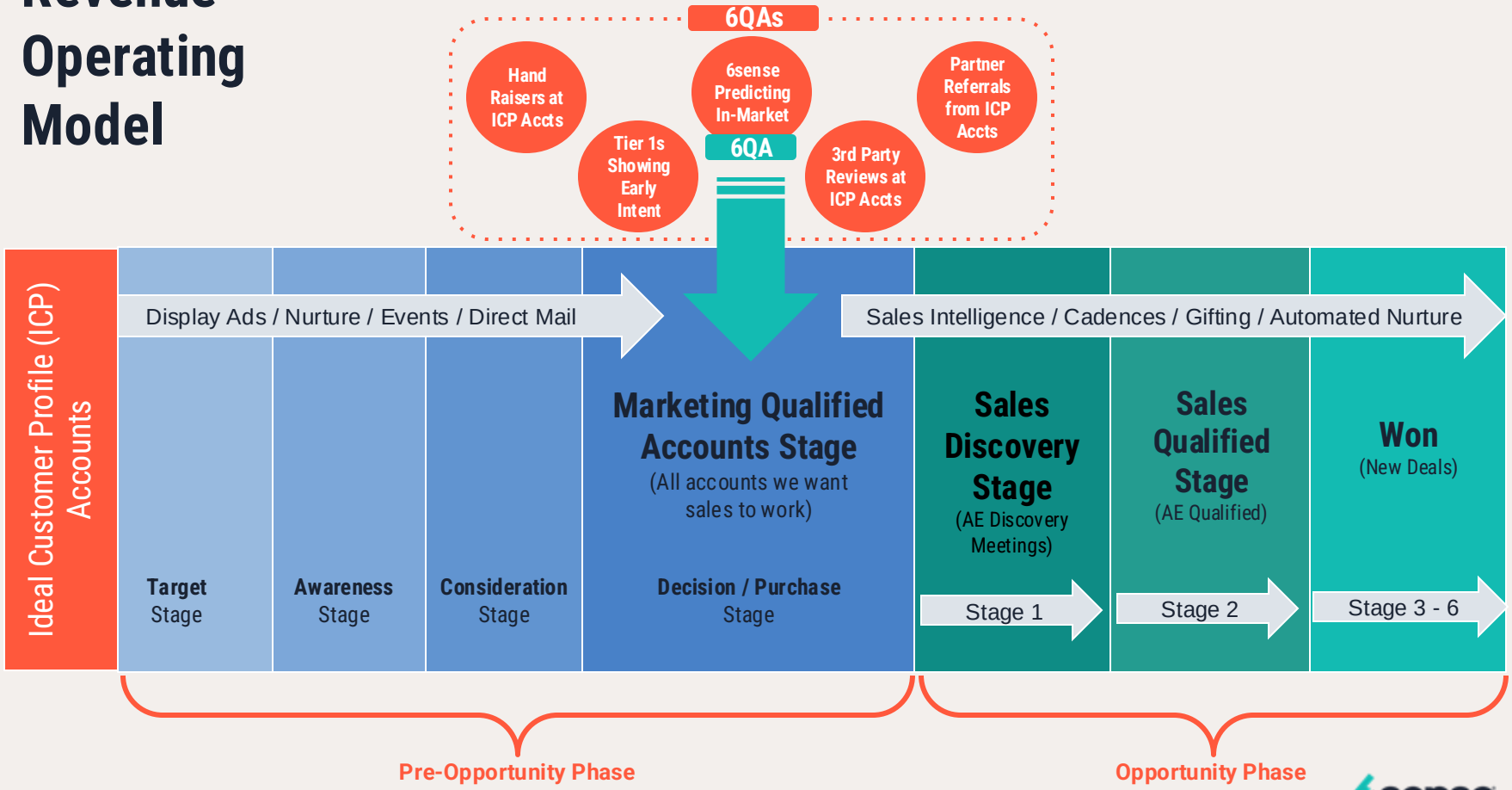
Revenue Operating Model



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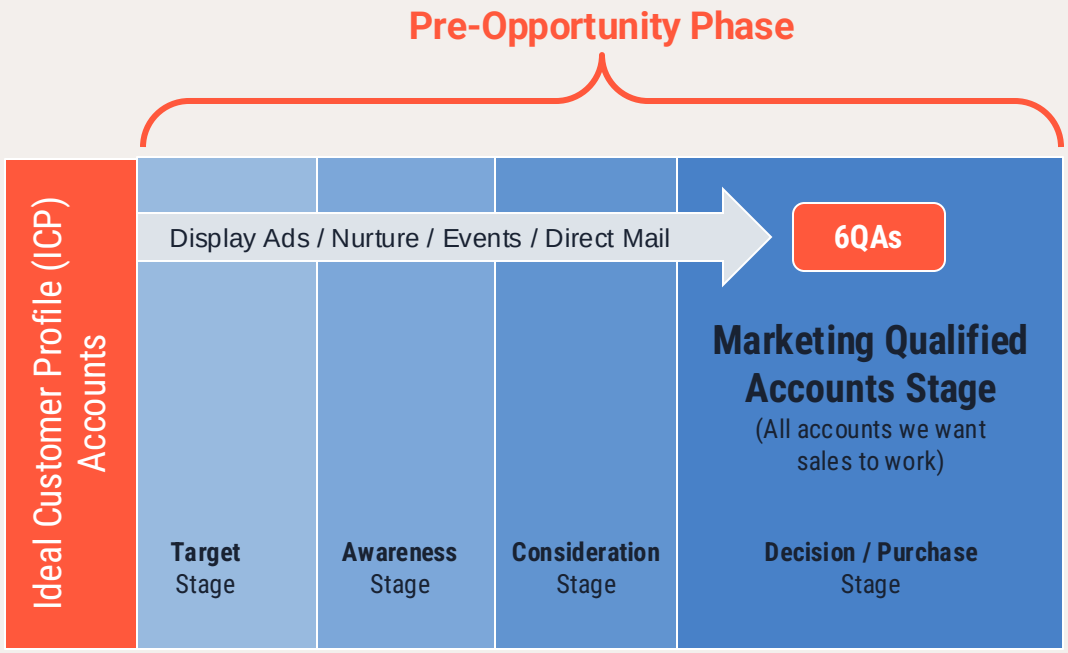
Revenue Operating Model (Marketing focus)



Sample Activities

- Contact/Account Acquisition
- Database Enrichment
- No Spam Nurtures (Peer to peer)
- Intent-based Campaigns
- Web Personalization

Sample Metrics

- ICP Web Traffic (+ Web Engagement)
- Contact Coverage
- Account Reach
- Engaged Personas
- View-through Rates
- 6QA Volume

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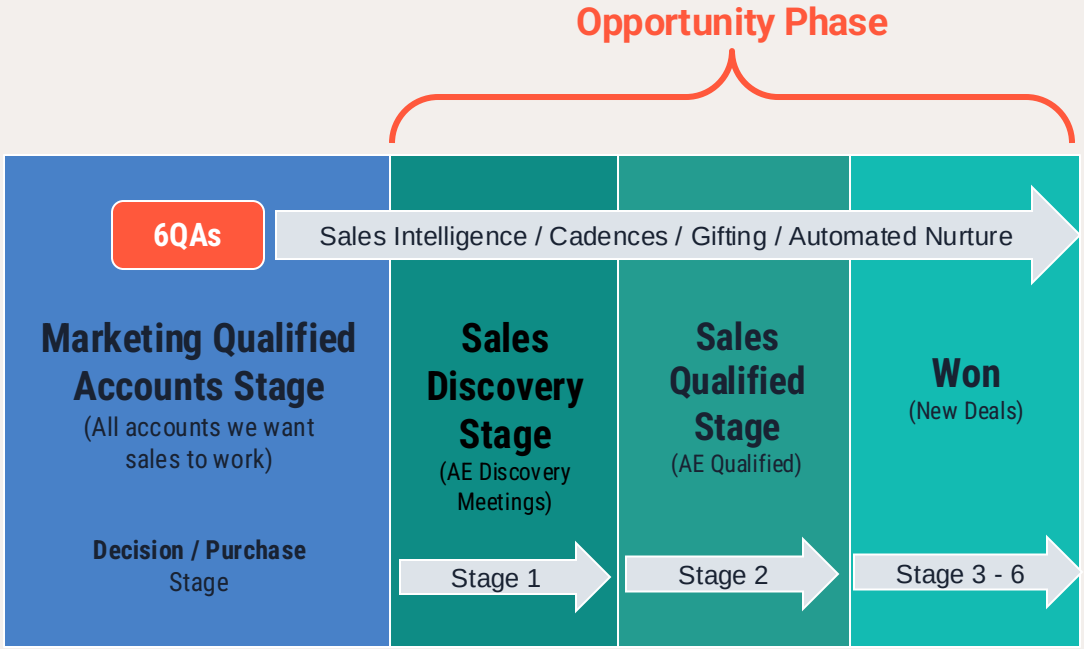
Revenue Operating Model (Sales focus)

Sample Activities

Dynamic Territories
SLAs
Personalized, Timely outreach
Deal Progression Campaigns

Sample Metrics

Response Times
Meetings & S0 Opportunities
Qualified Pipeline (#, $)
Conversions % (6QA to S0 to S1 to S2)
Conversion Velocity
Win Rates
…by GTM Segment, Geo, Program, Sales VP



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Data

(1) Select the best accounts:
Define ICP

(2) Know about them:
Leverage intent

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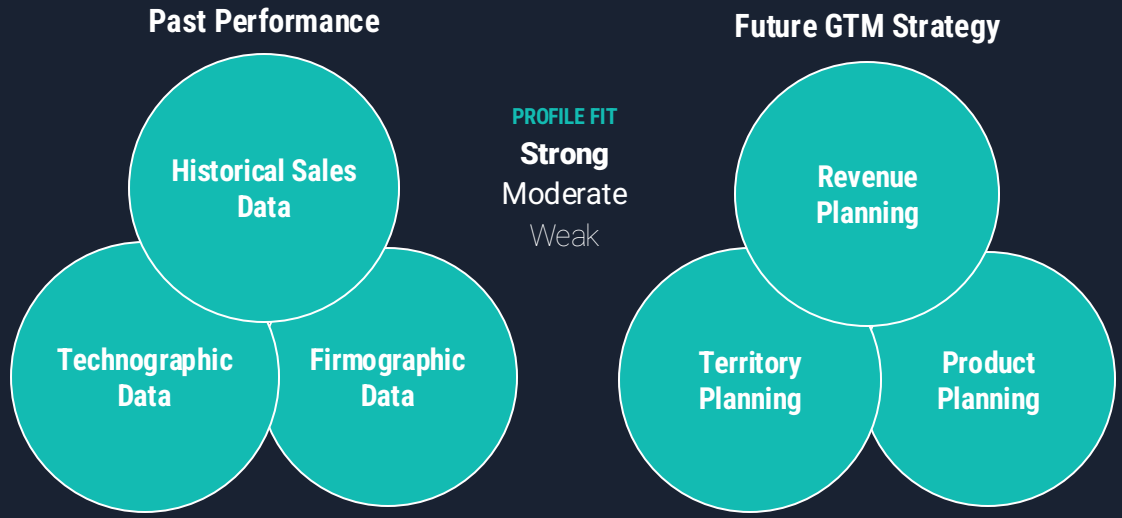
Select the Best Accounts: Align Marketing & Sales

STEP 1

Define the Ideal Customer Profile (ICP)

Leverage past firmographic and technographic data to inform future GTM strategy and account targeting



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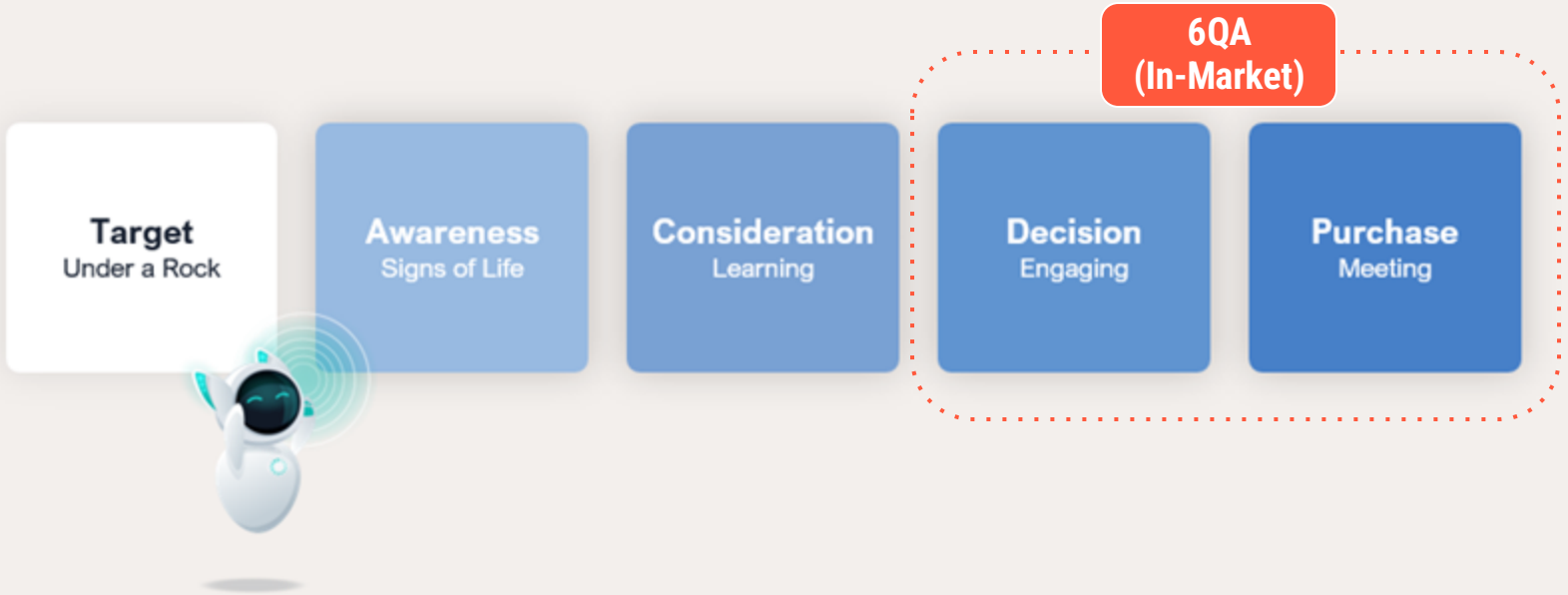
Know About Them: Intent Data

1st Party	Match anonymous visits to your website to real accounts
2nd Party	Uncover buyers researching you or your competition on review sites
3rd Party	Identify buyers researching relevant keywords or topics on the B2B internet
Pre-Intent	Find companies that just raised funding, hired new leadership, adopted new technologies, have upcoming renewals, etc.

Know About Them: “In-Market” Accounts



Process

(3) Engage the right way:
Share data across tech stack

(4) Collaborate with sales:
Qualify accounts

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Leverage Intent Data Across Your Tech Stack

Configure Orchestrations:

- Enrich Records
- Acquire New Contacts
- Push Segment Names
- Push Scores (6QA)

Enrich Records

- Accounts
- Contacts
- Leads

Acquire New Contacts

- Based on Persona

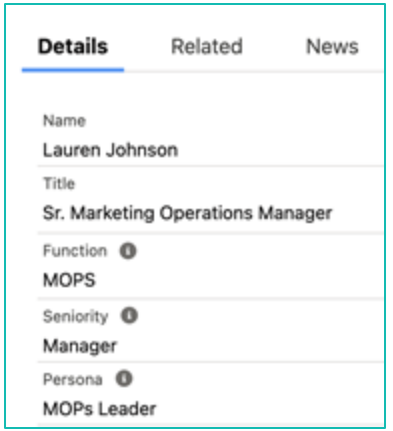
Push Segment Names

- Action accounts in CRM or MAP

Push Scores (6QA)

- Hand-off to Sales / Dynamic Territories

Define & manage persona
Function + Seniority = Persona



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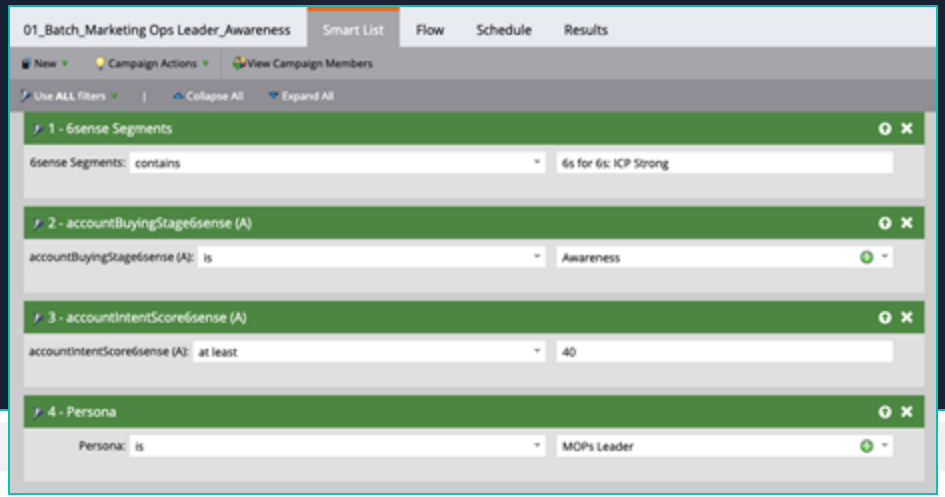
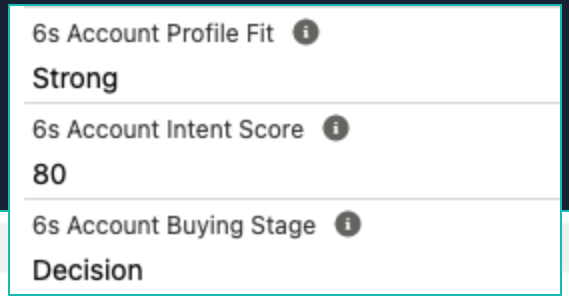
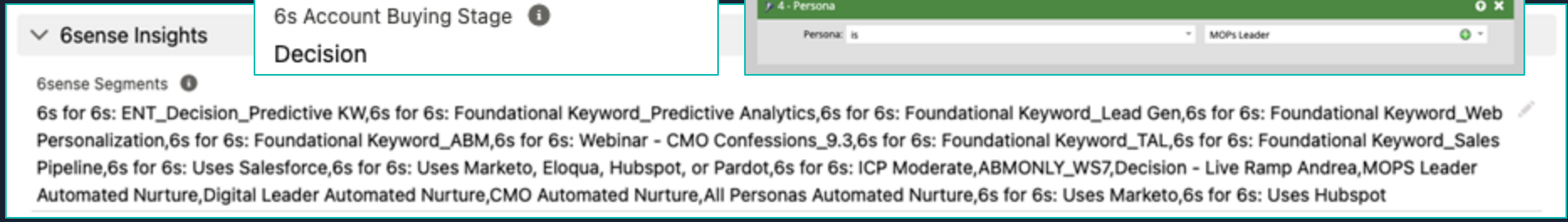
Engage the Right Way: Intent Data in CRM & MAP

Marketo Smart List



SFDC Account





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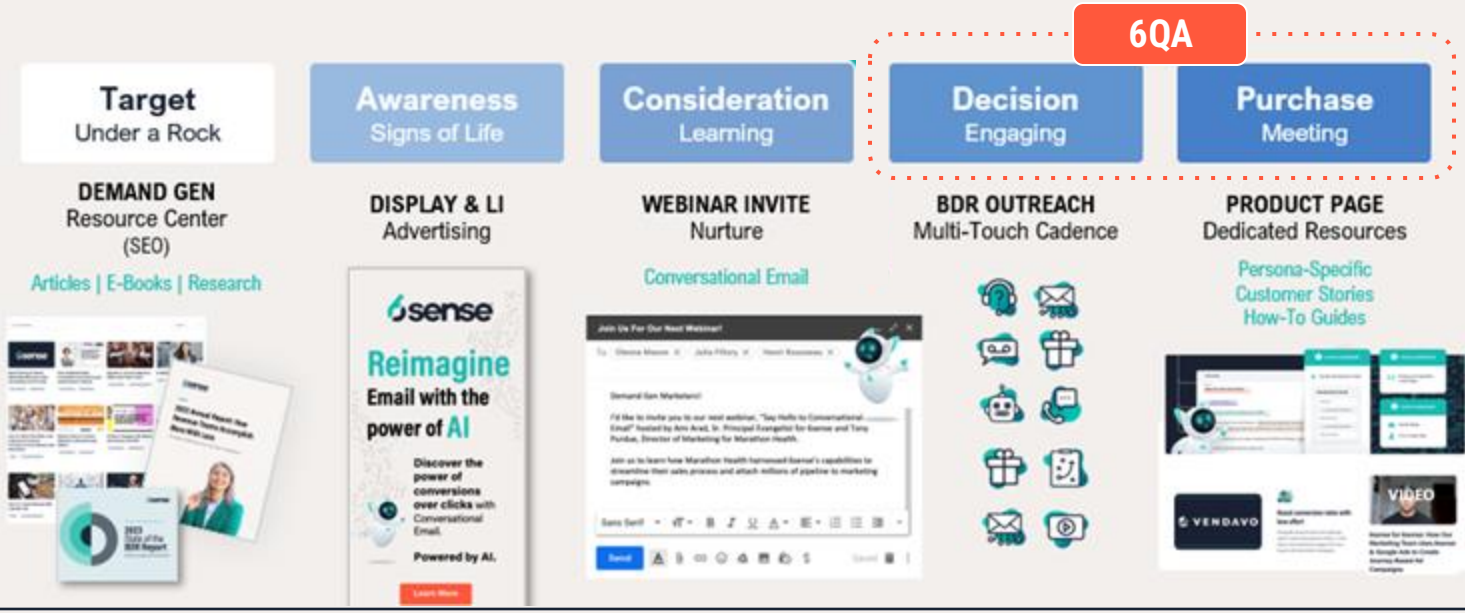
Engage the Right Way: Meet Buyers Where They Are

STEP 2

Leverage Intent Data to Drive Marketing Strategy

Cross functional marketing teams can align on the best strategy to ensure we're hitting the right accounts, at the right time, and in the right way for each account's buying journey



Collaborate with Sales: Qualify Accounts

STEP 3

Define Behaviors that Trigger Sales Activity

Align marketing & sales on accounts to target, how many qualified accounts are needed, and who is responsible for each stage of the account's buying journey

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Collaborate with Sales: Data in CRM & Dynamic Territories

Qualify Accounts
Include qualification reason

6QAs

- Hand Raisers at ICP Accts
- 6sense Predicting In-Market
- Tier 1s Showing Early Intent
- 3rd Party Reviews at ICP Accts
- Partner Referrals from ICP Accts

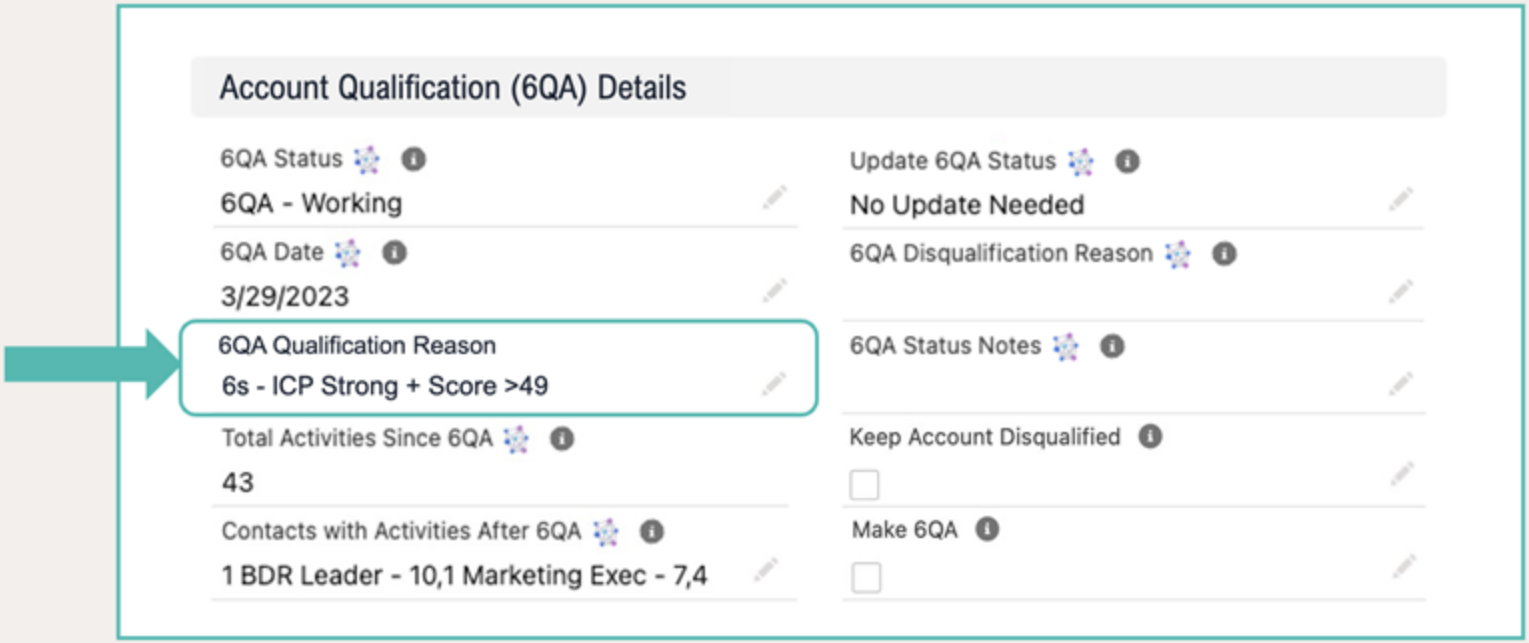
Dynamic Territories
Convert, Route & Assign

Outbound:
BDRs & Automations

Conversational Email

Qualify Accounts: How it Works in CRM

Create infrastructure for accountability, visibility & measurement



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Measurement

(5) Track real stuff:
Monitor pipeline & find the red

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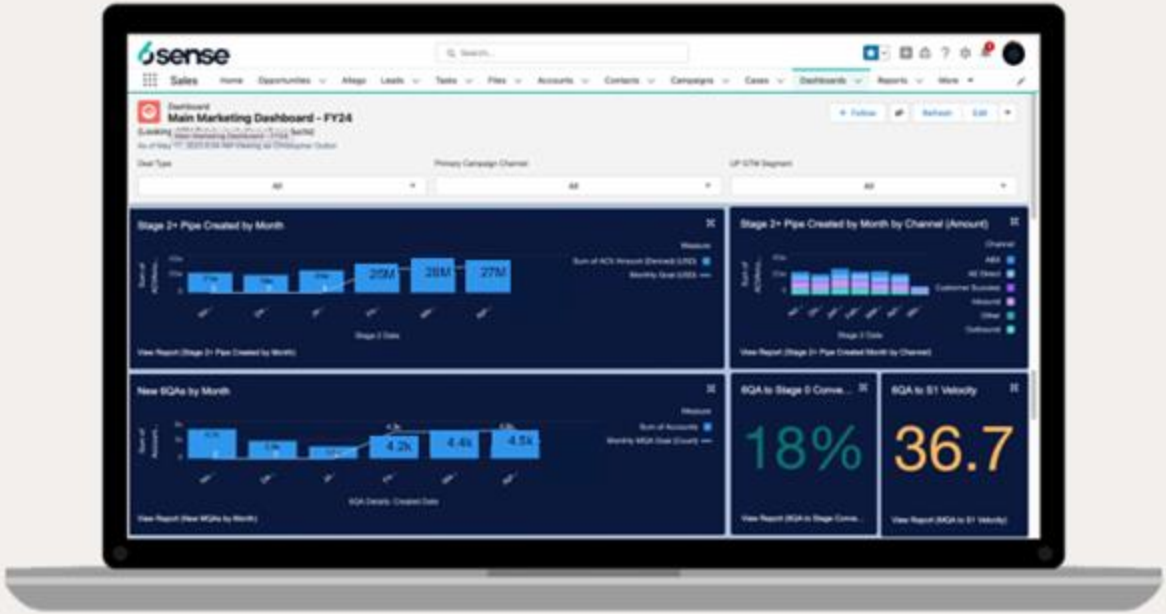
Track Real Stuff: All Pipeline, Not Marketing vs. Sales

Reviewed by entire revenue team

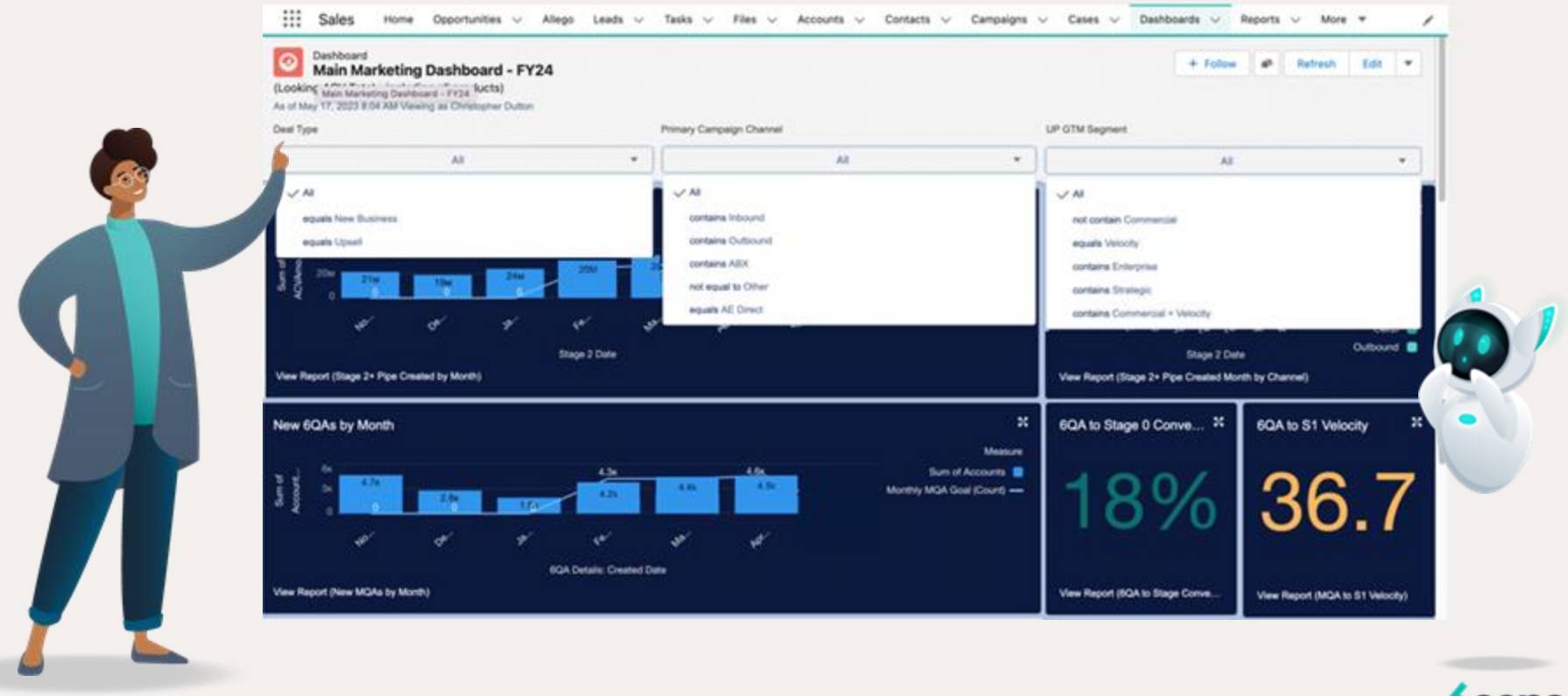
Key metrics vs. goal:

- Account / Contact Engagement
- Number of 6QAs
- Pipeline Creation
- Pipeline Progression
- Conversion Velocity

Cross functional planning to set pipeline goals



Track Real Stuff: Find the Red



Reporting Appendix

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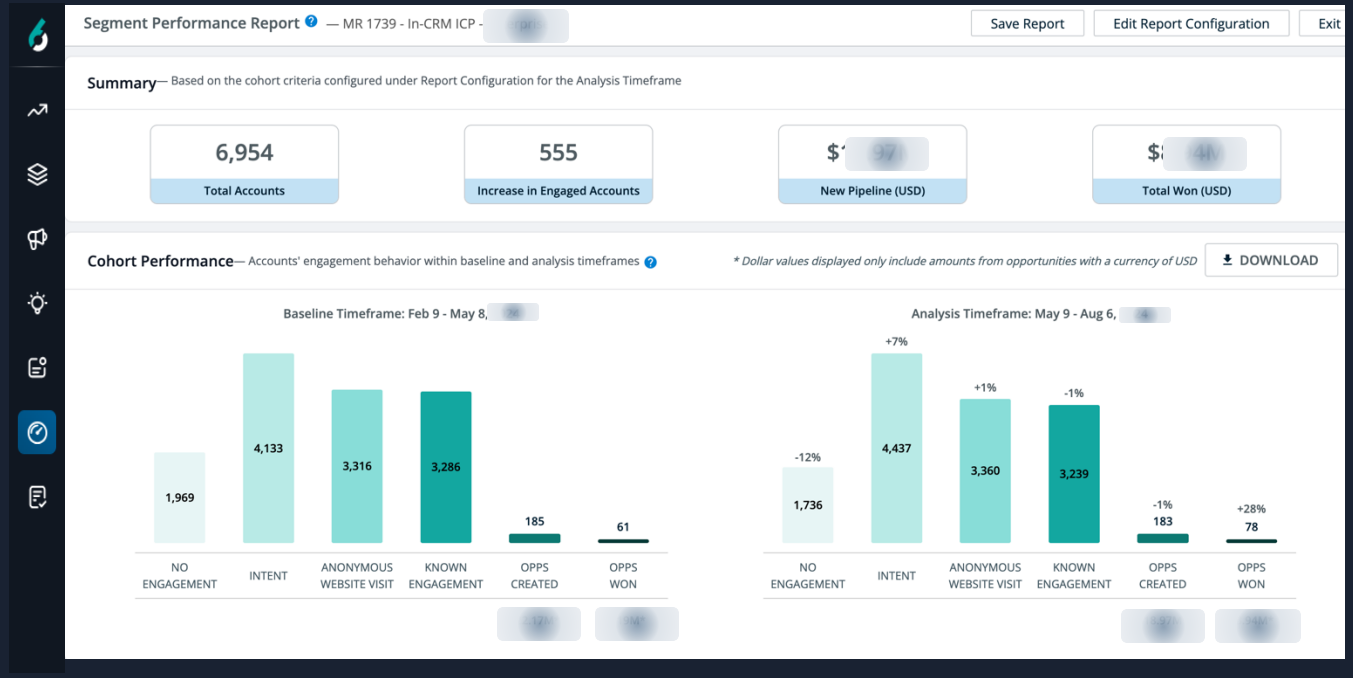
Segment Performance Reports

ICP Accounts

[important to distinguish between In CRM vs. Not in CRM]

Segment Performance Report

Account Engagement
See changes in engagement behavior



Summary Stats
Get a quick read on how and where accounts are engaged

Engagement-stage reporting shows how well we are engaging in-market accounts.

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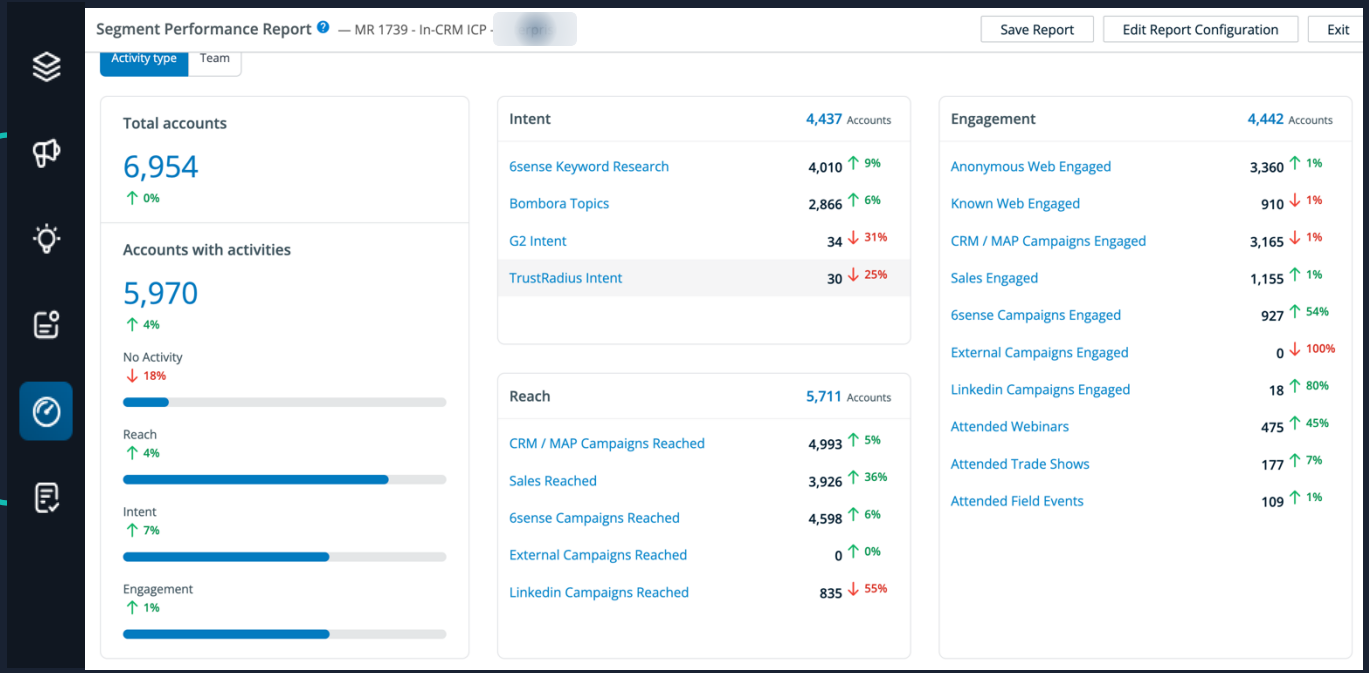
Segment Performance Report – Engagement

Engagement Activities
See changes in account reach and engagement



Engagement-stage reporting shows how well we are engaging in-market accounts.

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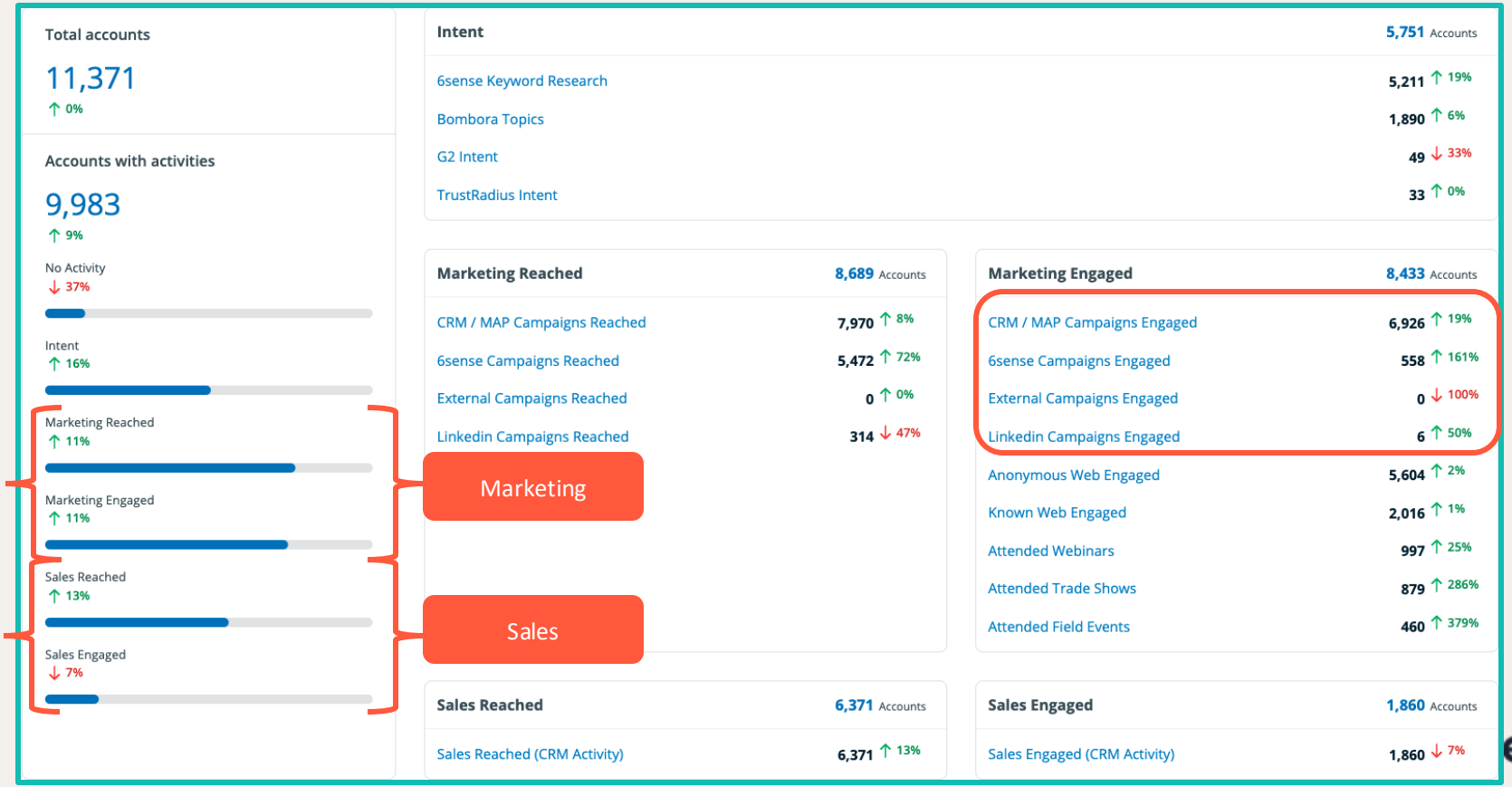
GTM Segment: Reach & Engagement

Attribution Lite
+/- are QoQ in this specific Segment Performance Report
Can drill down into each link in this report
(repeat for each GTM segment)



Review data with Growth + ABX to be on the same page re: what's working. Good to share w/ sales GTM leads once per qtr.

Measuring Campaign Effectiveness at the Account Level

How and where are accounts engaged?

Engagement Report

Summary— Based on the cohort criteria configured under Report Configuration for the Analysis Timeframe

6,954	555	$ 97	$ 4M
Total Accounts	Increase in Engaged Accounts	New Pipeline (USD)	Total Won (USD)

Buying Stage Report

Summary— Based on the cohort criteria configured under Report Configuration for the Analysis Timeframe

6,954	1,215	$ 97	$ 4M
Total Accounts	Increased Buying Stage	New Pipeline (USD)	Total Won (USD)

ICP Reach

- 82% of ICP accounts are being reached
- Top drivers of reach by Accounts:
    - CRM/MAP: Email Batch 6364, Email Batch 6438, Forrester Summit Club6, CMO Coffee Talk, Forrester Summit BBB, New User Welcome Email, G2 + 6sense Customer Comms, BDR Coffee Talk
    - 6sense Campaigns: [6sense] [Email] [Out] Better Sales Data, SI Awareness - Enterprise - Sales Persona, Awareness - Enterprise - Marketing Persona
    - LinkedIn Campaigns: Forrester Summit - 6sense segment, Smoke and Sizzle

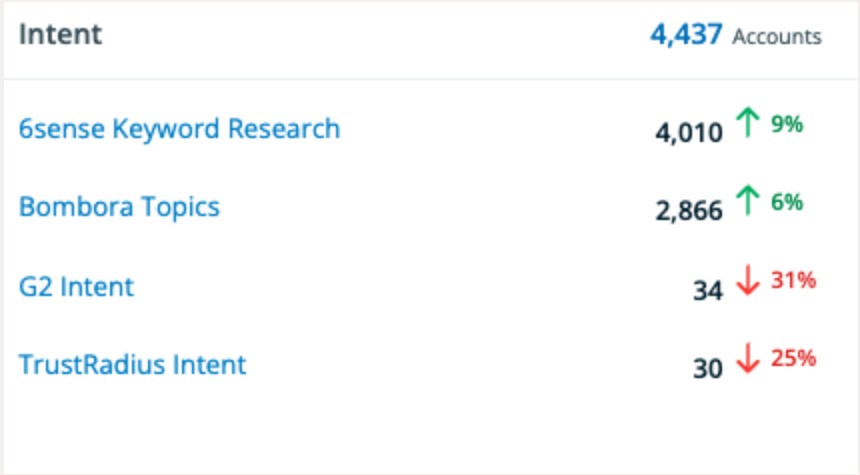
ICP Engagement

- 63% of ICP accounts are engaging
- Top drivers of Engagement by Accounts:
  - Web: https://6sense.com/platform/ai-email-assistant/ (Excluding general pages)
  - Advertising: 6s for 6s: Combined Verticals - Awareness
  - LinkedIn: HubSpot - 2024 Partner Campaign
  - Webinar: FY-1917-WN-Tactics-30MPC Webinar-6SNS
  - Trade Show: FY-1513-TS-Forrester B2B Summit Club6-6SNS
  - Field Event: FY-1471-FE-EMEA-Inspire UK-6SNS, FY-1663-FE-Empowered CMO Retreat-6SNS, FY-1781-FE-Ent x Strat Giants vs Astros Suite-6SNS

Engagement	4,442 Accounts
Anonymous Web Engaged	3,360 ↑ 1%
Known Web Engaged	910 ↓ 1%
CRM / MAP Campaigns Engaged	3,165 ↓ 1%
Sales Engaged	1,155 ↑ 1%
6sense Campaigns Engaged	927 ↑ 54%
External Campaigns Engaged	0 ↓ 100%
Linkedin Campaigns Engaged	18 ↑ 80%
Attended Webinars	475 ↑ 45%
Attended Trade Shows	177 ↑ 7%
Attended Field Events	109 ↑ 1%

ICP Intent

- 63% of ICP accounts are showing intent
- Top drivers of intent
    - Keyword Research: account data, sales SI, sales software, sell ai, marketing ai, ai email
    - Bombora Topics: marketing software, sales acceleration, sales software, marketing tools
    - G2 Intent: Category: Sales Intelligence, Competitors: Apollo.io, Competitors: Crunchbase
    - Trust Radius Intent: Viewed a comparison of 6sense vs ZoomInfo SalesOS and Bombora



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Closed Won Analysis

Export CSV list of closed won deals & import as a segment

WON DEALS: ACTIVITY

The average New Biz logo had 21 unique visitors, and had 164 activities in the past 6 months

- This is up from LY (18 visitors!!, 11 web pages)
- Upsell saw higher engagement from customers vs LY (55 visitors, 27 web pages)

New Biz

Avg. Number of Webpages Visited per Account	Avg. Number of Activities per Account	Avg. Number of Unique Visitors per Account
12 Webpages	164 Visits	21 Unique Visitors

Upsell

Avg. Number of Webpages Visited per Account	Avg. Number of Activities per Account	Avg. Number of Unique Visitors per Account
31 Webpages	889 Visits	149 Unique Visitors

WON DEALS: KEYWORDS

New Biz

No major change here

Sales software, US Expansion emerging as new top trending topics

TOP BRANDED KEYWORDS

linkedin sales navigator (9) | zoominfo (9) | technology exchange (5)
dreamforce (4) | 6sense (4) | how 6sense works (3)
zoominfo ai (3) | seamless.ai (3) | Jasper.ai (2) | Clearbit (2)
Account Score (2) | apollo.io (1) | Dun & Bradstreet (1)
collective[i] (1) | adroll (1) | TechTarget (1) | Drift chat (1)
6sense sales intelligence (1) | lead forensics (1)

TOP GENERIC KEYWORDS

AI Assistant (41) | sales software (36) | ideal customer profile (34)
sales AI (31) | sell ai (29) | us expansion (28) | sales pipeline (25)
account data (25) | marketing ai (23) | ai email (22)
contact details (22) | contact list (21) | conversational ai (19)
market expansion (19) | account id (18) | sales cycle (18)
lead generation (17) | global expansion (17) | interest data (16)

Upsell

No major change here

No major change here

TOP BRANDED KEYWORDS

linkedin sales navigator (31) | zoominfo (25) | dreamforce (17)
6sense (12) | zoominfo ai (11) | technology exchange (8)
Account Score (7) | zoominfo sales (7) | zoominfo for sales (6)
how 6sense works (6) | apollo.io (6) | seamless.ai (5)
Exceed.ai (5) | saastr (5) | Dun & Bradstreet (5) | forrester 2024 (4)
Radius Intelligence (4) | TechTarget (3) | adobe summit (3)

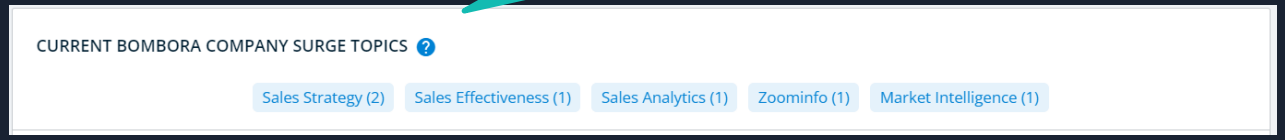
TOP GENERIC KEYWORDS

sales AI (55) | AI Assistant (54) | sales software (49) | sell ai (44)
marketing ai (43) | ai email (40) | account data (39)
sales pipeline (37) | market intelligence (36)
technology intelligence (33) | sales cycle (33) | contact details (32)
international expansion (32) | company match (32)
conversational ai (32) | interest data (31) | contact list (31)

WON DEALS: KEYWORD GROUPS & BOMBORA

New Biz

Low volumes of accounts surging on Bombora topics



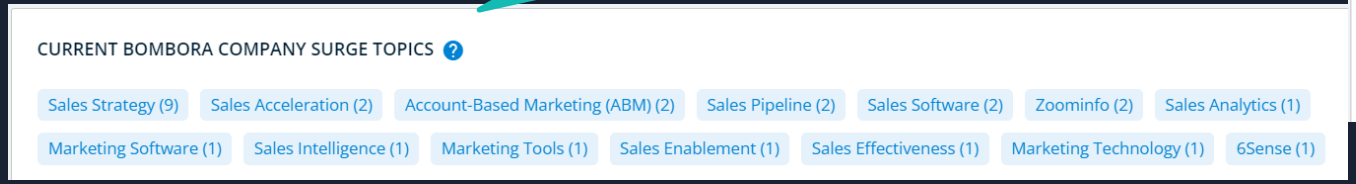
No Change here

TOP KEYWORD GROUPS

- Marketing Persona
- Sales Persona
- Sales Intelligence (generic)
- AI
- International Expansion

Upsell

Sales Strategy showing as a newly surging Bombora topic



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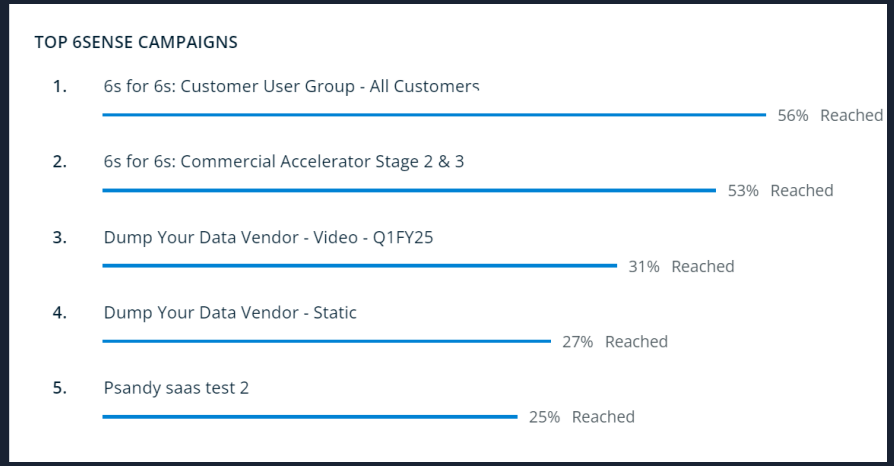
WON DEALS: CAMPAIGN ENGAGEMENT

New Biz



User group invites were top campaign, with Commercial Accelerator continuing to have a big impact

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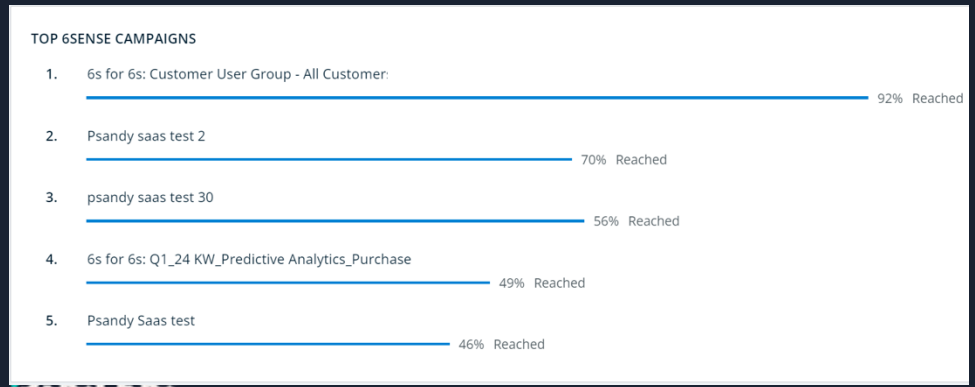

Dump Your Data Vendor campaign doing a great job of driving awareness with existing customers, as is Predictive push

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WON DEALS: CAMPAIGN ENGAGEMENT

New Biz

TOP MARKETING AUTOMATION CAMPAIGNS

	Accounts Engaged
FY25-04-22-1748-P2P Welcome Emails-6SNS.01 Send Email	67
FY25-10-07-1373-FE-Breakthrough-6SSLSW.02 Invite - Early Bird	42
Email Batch Program-6840-send-email-campaign	30
Email Batch Program-6900-send-email-campaign	29
Email Batch Program-6766-send-email-campaign	28
FY25-02-26-1470-WN-BDR AW Parent-6SNS.01c Send Invite - Momentu...	25

TOP CRM CAMPAIGNS

	Accounts Engaged
Mutiny Experience Zoom Page - Open C... Current Customers for Se...	58
FY25-1494-WB-RevCity Activity-6SNS	49
FY25-WB-Demo Request-6SNS	40
Mutiny Experience In Market Demand Report Pop Up for Segment Size -...	36
FY25-04-22-1748-P2P Welcome Emails-6SNS	34
Mutiny Experience Homepage for Segment Buying Stage - Customers	33

Welcome campaign is live and showing impact – personalized web experiences with Mutiny continue to perform.

Upsell

TOP MARKETING AUTOMATION CAMPAIGNS

	Accounts Engaged
Email Batch Program-6840-send-email-campaign	55
Email Batch Program-6900-send-email-campaign	54
FY25-10-07-1373-FE-Breakthrough-6SSLSW.02 Invite - Early Bird	41
FY25-10-07-1373-FE-Breakthrough-6SSLSW.03.a Invite - Last Chance BT ...	39
FY25-08-07-1645-FE-Boston User Group-6SNS.01 Invite	25
FY25-08-07-1645-FE-Boston User Group-6SNS.01.a Reminder 1	24

TOP CRM CAMPAIGNS

	Accounts Engaged
Mutiny Experience Homepage for Segment Buying Stage - Customers	40
Mutiny Experience Zoom Page - Open Opps + Current Customers for Se...	39
Mutiny Experience Level Up Series - Pop Up for Segment Buying Stage - ...	20
FY25-10-07-1373-FE-Breakthrough-6SSLSW	19
FY25-1494-WB-RevCity Activity-6SNS	18
Mutiny Experience ...akthrough 2024 - Pop Up for Segment Buying Sta...	16

Breakthrough dominated all campaigns

Personalization for the win!

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WON DEALS: WEB PAGES VISITED

New Biz

RevCity & Sales pages resonating with new biz logos.

TOP WEBSITE PAGES VISITED

1. https://6sense.com/
   102 Accounts
2. https://6sense.com/6sense-zoom-meeting-oc/
   68 Accounts
3. https://6sense.com/platform/
   45 Accounts
4. https://revcity.6sense.com/home/entry/signin
   42 Accounts
5. https://6sense.com/schedule-your-personalized-demo/
   41 Accounts
6. https://revcity.6sense.com/home
   38 Accounts
7. https://6sense.com/platform/sales/the-guide-to-sales-intelligence/
   36 Accounts
8. https://6sense.com/general-thanks/
   35 Accounts
9. https://6sense.com/integrations/
   32 Accounts
10. https://6sense.com/thanks-demo/
    30 Accounts

Upsell

RevCity showing up in 4 of top 10. CE and Sales pages also resonating

TOP WEBSITE PAGES VISITED

1. https://6sense.com/
   86 Accounts
2. https://revcity.6sense.com/home/entry/signin
   74 Accounts
3. https://6sense.com/6sense-zoom-meeting-oc/
   71 Accounts
4. https://revcity.6sense.com/home
   62 Accounts
5. https://6sense.com/platform/sales/
   60 Accounts
6. https://revcity.6sense.com/home/
   59 Accounts
7. https://6sense.com/general-thanks/
   58 Accounts
8. https://revcity.6sense.com/home/categories/search-results
   56 Accounts
9. https://6sense.com/platform/ai-email-assistant/
   56 Accounts
10. https://6sense.com/resource-library/
    55 Accounts

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