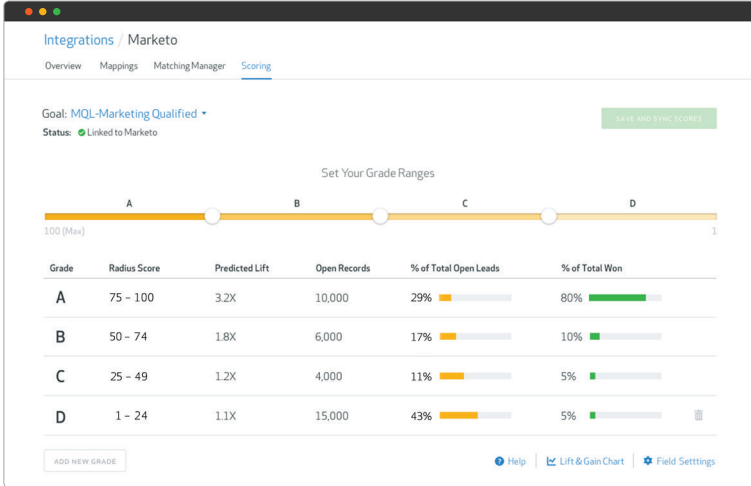


Predictive Prioritization



Increase pipeline and revenue by prioritizing your best prospects with predictive analytics.

How Predictive Prioritization can help you

- ✓ **Increase sales and marketing efficiency**
Grow your business intelligently by focusing resources on the prospects most likely to convert.
- ✓ **Drive prospects through the funnel faster**
Route the best inbound prospects to Sales immediately so they can close deals more quickly.
- ✓ **Prioritize hidden gems among existing prospects**
Find high-propensity prospects within your CRM or marketing automation system that you can re-nurture and convert into new opportunities.
- ✓ **Identify the best acquisition channels**
Refine your growth strategy based on which channels produce the highest quality prospects.

Increase sales and marketing efficiency

B2B marketers are generating more inbound leads than ever before, but it is difficult to identify the best leads to send to Sales using only data within marketing automation systems or CRMs. As a result, sales reps often end up missing good leads while working prospects that are not a strong fit.

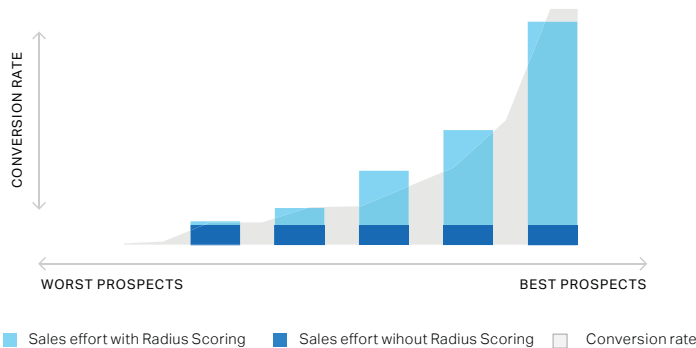
30% OF MQLs
CONVERTED
TO SQLs

SiriusDecisions

With Radius Predictive Prioritization, marketers can identify the prospects that are most likely to convert based on billions of Radius Business GraphSM signals, which go far beyond the data housed in marketing automation systems or CRMs.

Attributes such as a company's social and web presence, recent news and events, buying intent indicators, and technology stack are used to assign scores to prospects.

- ✓ Use these scores to route only the highest propensity prospects to Sales while holding other leads in nurture.
- ✓ Achieve higher MQL-to-SQL conversion rates and more efficient use of sales resources.



Customer Story

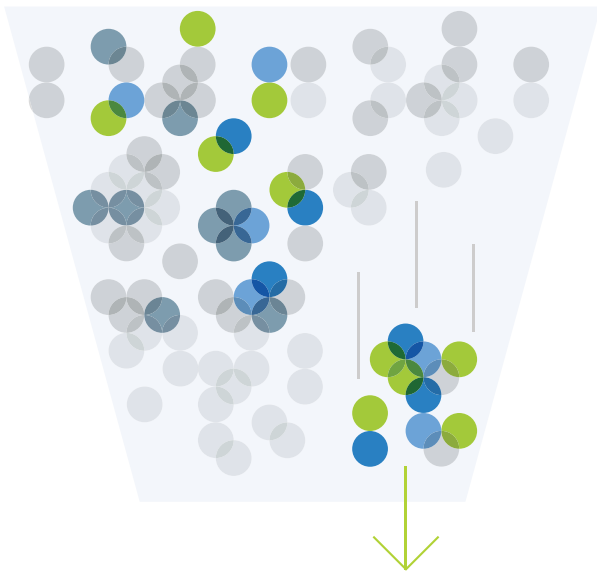
POS Portal is a provider of merchant point-of-sale (POS) equipment, and as they scaled their direct marketing efforts they sought to prioritize inbound leads for sales follow-up.

Head of Marketing Josh Johnstone began by using behavioral scores from POS Portal's marketing automation system to trigger routing to Sales, but close rates were average and deal quantity was not enough for Sales to reach their goals. He realized that prioritizing leads based solely on their recent behaviors meant Sales was spending time on prospects who were not a good fit and missing better qualified but less engaged prospects who deserved more attention.

Josh and his team turned to Radius for a more robust approach to prioritization. After scoring prospects using Radius, they built a priority matrix that routed prospects to Sales based on a combination of their behavioral score and their Radius score.

RESULTS:

2x close rates – from 6% to 12% among the top priority leads (based on Radius and behavior scores)



Drive prospects through the funnel faster

When B2B marketers launch a content marketing campaign or a field event, Sales may not be able to work all of the inbound leads right away. As a result, marketers need to pinpoint the best prospects and alert Sales to prioritize them for outreach before competitors reach them.

Radius syncs predictive scores with marketing automation every 30 minutes and scores new prospects automatically, enabling Marketing to route the best inbound leads to Sales more quickly through marketing automation workflows. Scores can also be synced from marketing automation to CRM to provide additional visibility to Sales.

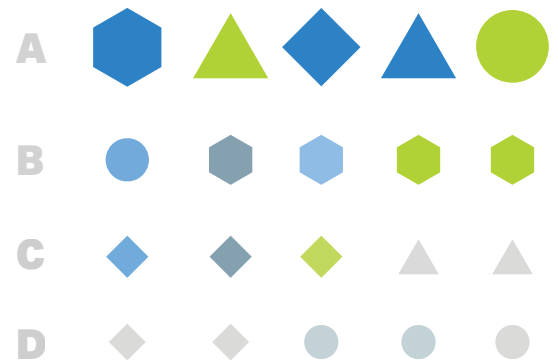
After sending Radius scores to marketing automation and CRM, never worry about high-quality leads going stale before Sales can work them.

Prioritize hidden gems among existing prospects

As B2B marketing automation systems grow with the addition of new leads from inbound campaigns, list purchases, and events, it becomes more difficult to identify the right prospects for campaigns and sales outreach. Great opportunities can become buried among the sprawling number of prospects that accumulate over the course of months or years of lead generation initiatives.

By scoring the entire marketing automation database, Radius can help marketers surface the prospects who are a great fit but somehow became lost within lead management systems.

Once the most promising prospects are distinguished from the broader pool of leads, prioritize them for upcoming webinars, field events, and advertising campaigns.



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Identify the best acquisition channels

Modern B2B marketing involves numerous acquisition channels, including social and web advertising, email, direct mail, and list buys. Marketers often measure the effectiveness of these channels based on the number of leads they produce, but with Radius it is possible to evaluate acquisition channels based on the quality of the leads they generate.

Because Radius scores all of your leads in near real-time according to their likelihood to convert, you can quickly assess whether channels are producing high-quality prospects and reallocate resources to the best channels on the fly.

✓



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- ✓ Save money on list purchases by rejecting leads with a low likelihood to convert.
- ✓ Optimize advertising spend as you see which platforms are generating the best leads.
- ✓ Inform future acquisition strategy with insights about the origin of your highest quality prospects.