WEAPONIZING SALES & MARKETING WITH PREDICTIVE REAL-TIME LEAD RANKING

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PALO ALTO NETWORKS?
PROTECTING OUR WAY OF DIGITAL LIFE BY PREVENTING SUCCESSFUL CYBERATTACKS
More than 34,000 customers
Over 85 of the Fortune 100 and half of the Global 2000 rely on us to improve their cybersecurity posture.

Fiscal year 2016 revenue was $1.4 billion
A 49% year-over-year increase – growth that significantly outpaced the industry.

More than 3,750 employees
Ranked #1 as “best place to work” in the Bay Area by SF Business Times (2016)
WHAT IS PREDICTIVE REAL-TIME LEAD RANK?
KNOWING WHICH LEADS WILL MOST LIKELY CONVERT INTO OPPORTUNITIES
TEAM WHO MADE THIS HAPPEN

Jere Helenius
Sourish Biswas
Raghunath Mylavaram
Mauricio Cuevas
Jon Fuller
LET’S TALK ABOUT THE CHALLENGES...
WE ONLY GET LIMITED INFORMATION FROM FORM FILLS AND EVENT REGISTRATIONS
WE NEED TO HAVE THE LEAD RANK CALCULATED BEFORE IT HITS SALESFORCE
WE NEED TO CALCULATE THE LEAD RANK IN UNDER 2 MINUTES
REAL-TIME LEAD RANK SOLUTION OVERVIEW

Adobe Marketing Cloud

API

INFORMATICA CLOUD

salesforce

PREDICTIVE MODELING

HEAVY DATA ENRICHMENT
GOOD NEWS
IT ACTUALLY WORKS...
SOLID PERFORMANCE

Results as of end of August 2016

LIFT %

Very Low  |  Low  |  Has Potential  |  Good  |  Very Good  |  Excellent  |  Best

2%  |  22%  |  90%  |  213%  |  260%  |  356%

RANK
BUSINESS VALUE FOR PALO ALTO NETWORKS

PRIORITISATION
Helps salepeople prioritize their lead follow-up efforts by identifying which leads to call first.

PREDICTABILITY
Better predictability of which converted leads will flow to the next level in the sales funnel.

QUALITY
Helps marketing to identify what types of activities are creating highest quality leads.

CONVERSION
Focuses our efforts on the highest ranked leads in order to improve conversion and lead quality.
THANK YOU, QUESTIONS?