AGENDA

SALES & MARKETING ROUNDTABLE

12:00 PM	Arrival & Lunch
12:40 PM	**Welcome, Introductions & Edison Growth Index** Kelly Ford, Partner — edisonpartners
1:15 PM	**#OneTeam: Sales & Marketing Alignment, Company Culture, A Movement** Peter Herbert, CMO Todd McCormick, CRO — Terminus
2:00 PM	**Transforming Passive Content Delivery into Active Buying Journeys** Chris Vandermarel, Director, Demand Generation — LOOKBOOKHQ
2:30 PM	BREAK
2:50 PM	**How Modern Sales Teams are Crushing It with Personalized Video** Dan Wardle, Director, Business Development — vidyard
3:20 PM	**Group Discussion:** **1st Meeting Sales Pitch Effectiveness**
4:00 PM	**Group Discussion:** **Strategies & Tactics for Advancing & Accelerating Pipeline**
4:45 PM	Networking Reception

WELCOME & INTRODUCTIONS

SALES & MARKETING ROUNDTABLE

edisonpartners

MARK YOUR CALENDARS

OCTOBER 18, 2018

Edison Partners
pw: EdisonPartners15!

#EdisonEdge

@edisonventure

edisonpartners.com/presentations

edisonpartners

www.edisonpartners**sm**.slack.com

https://edisonpartnerssm.slack.com/x-67680796866-93599583539/signup

2018 GROWTH INDEX: A PREVIEW

edison partners

GROWTH INDEX

2018

Kelly Ford Buckley
Partner

@KellyAFord

FAST GROWERS HAVE FOUR CHARACTERISTICS IN COMMON

① Investment in Sales & Marketing
*Spend **>70% more** as a percentage of revenue*

② Higher ASP
*Enjoy a **>3X higher** average selling price (ASP)*

③ Strong Close Rates
*Convert pipeline to closed business at **2X** the rate of slower growers*

④ Higher Retention
Retain dollars at a higher rate

NOTE: Fast growers are companies that grew GAAP revenue 30+% this year over last year

edisonpartners

SALES & MARKETING SPEND

Legend: Sales (green), Marketing (gray)

Sales & Marketing Expense
$USD

- Fast Growers: Sales 2.4M, Marketing .8M
- Slower Growers: Sales 1.9M, Marketing .9M
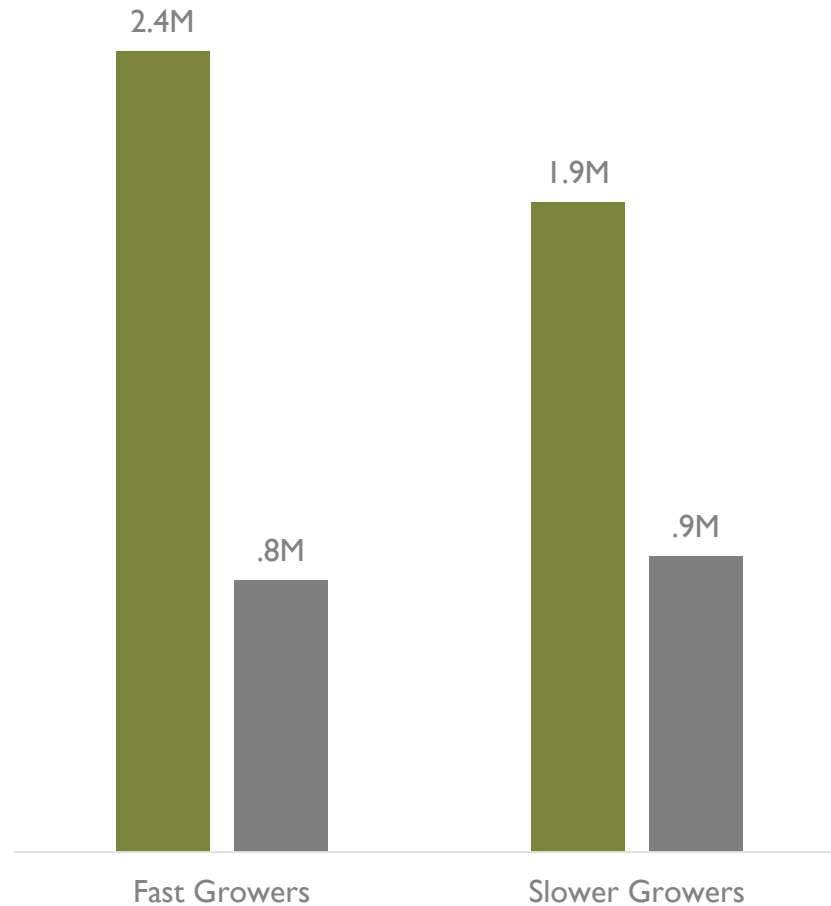
Sales & Marketing Expense
% of Revenue

- Fast Growers: Sales 25%, Marketing 15%
- Slower Growers: Sales 16%, Marketing 7%

NOTE: All data represents the median of the subset
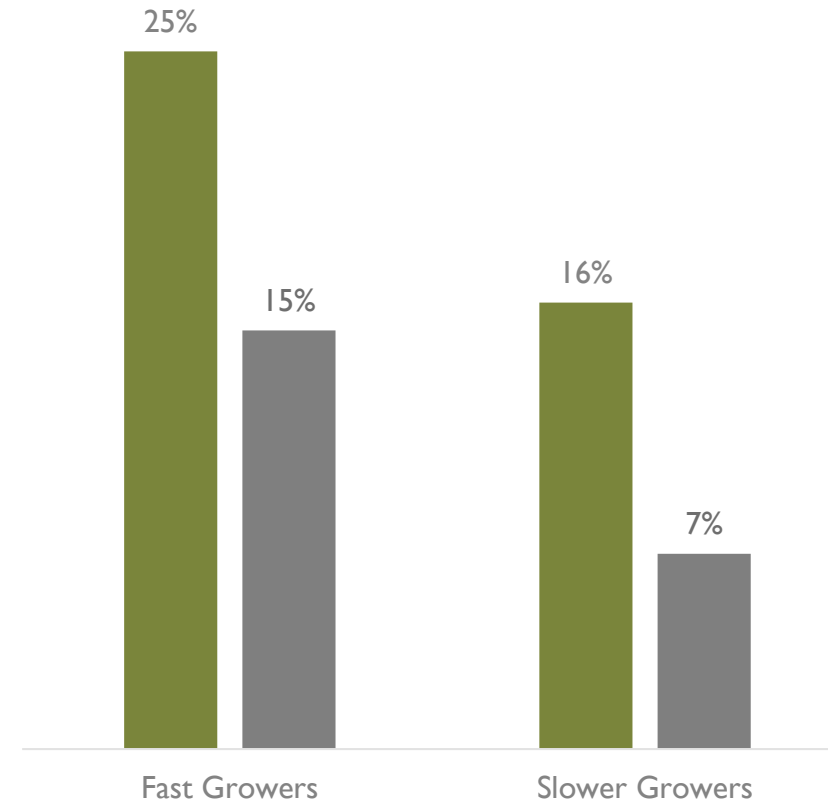
ASPs ATTRIBUTABLE TO ENTERPRISE MODELS
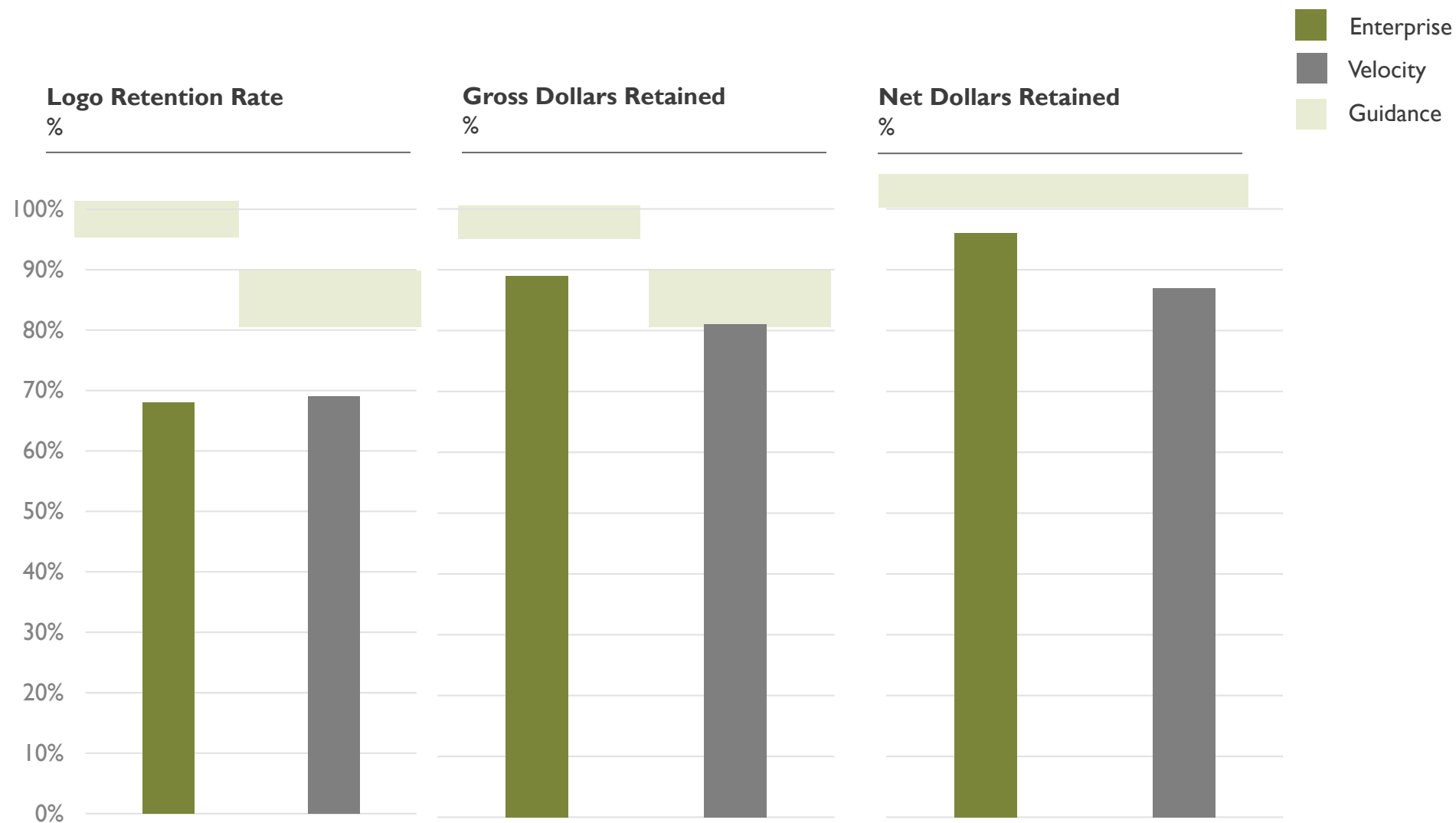
ASP – Enterprise Models
$USD
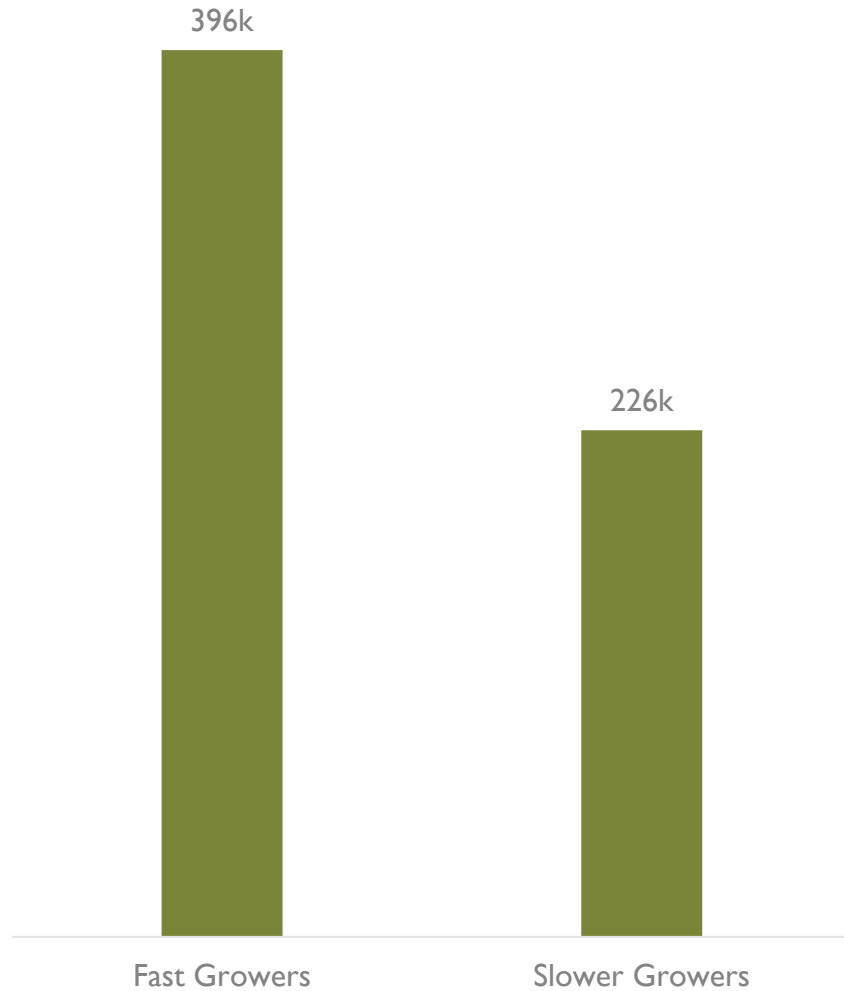
ASP – Velocity Models
$USD

edisonpartners
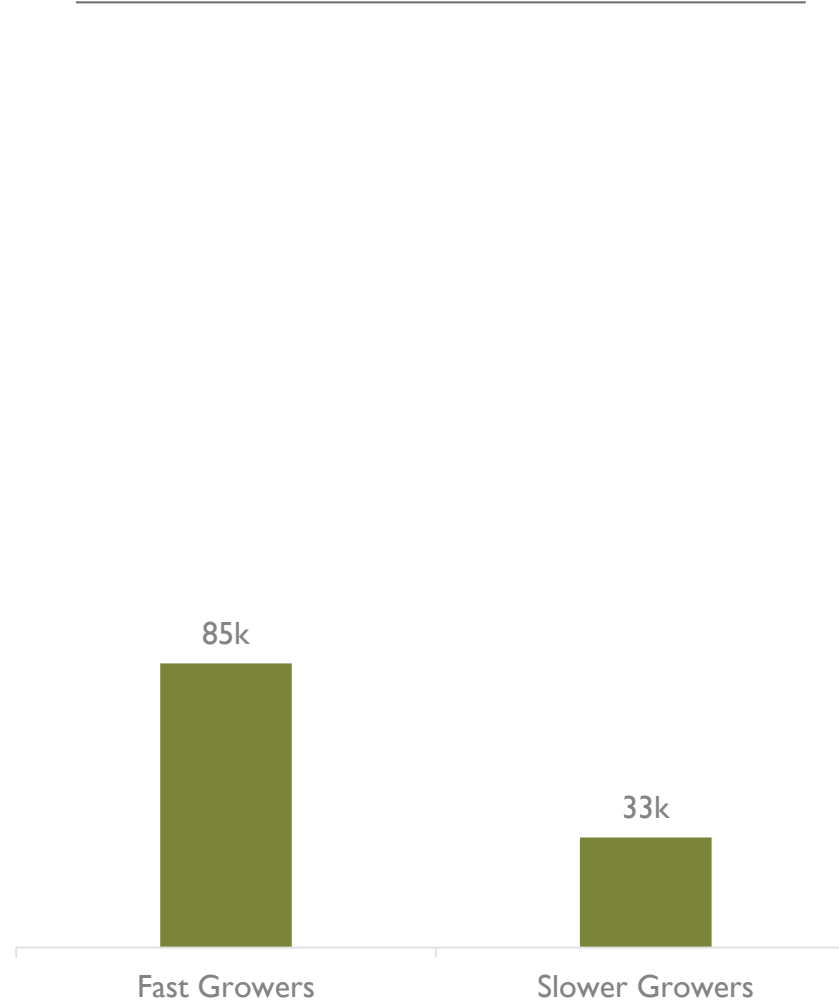
FAST-GROWER FUNNEL DYNAMICS

Conversion Rates by Stage
%

Fast Growers

Stage	Conversion
Inq - MQL	~41%
MQL - SQL	~39%
SQL - Close	~31%

Slower Growers

Stage	Conversion
Inq - MQL	~34%
MQL - SQL	~50%
SQL - Close	~25%

NOTE: All data represents the average of the subset. See pages 49-51 for definitions.

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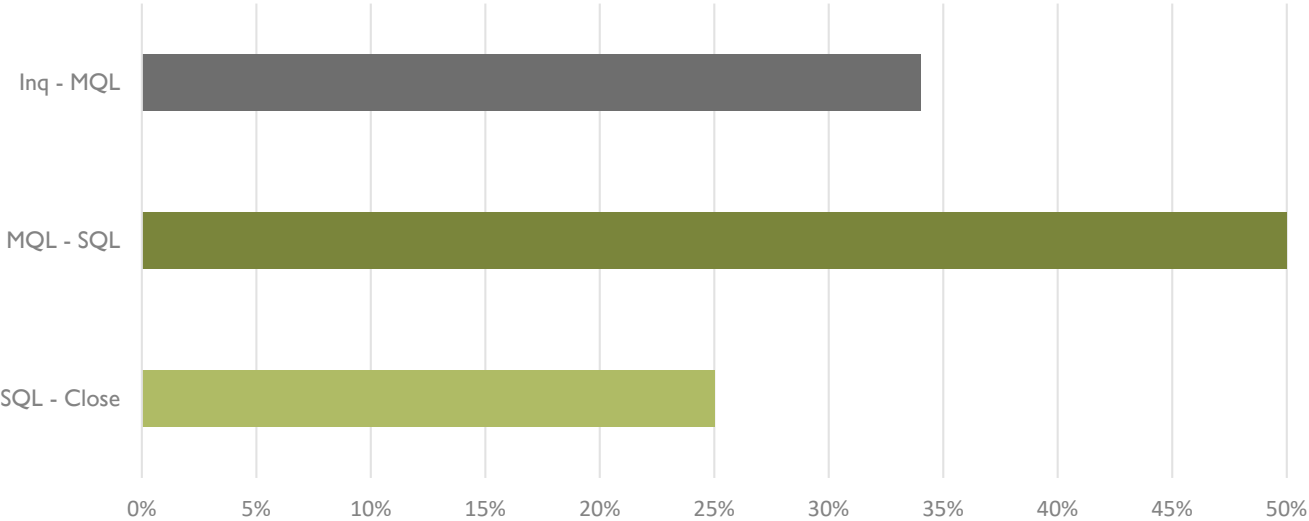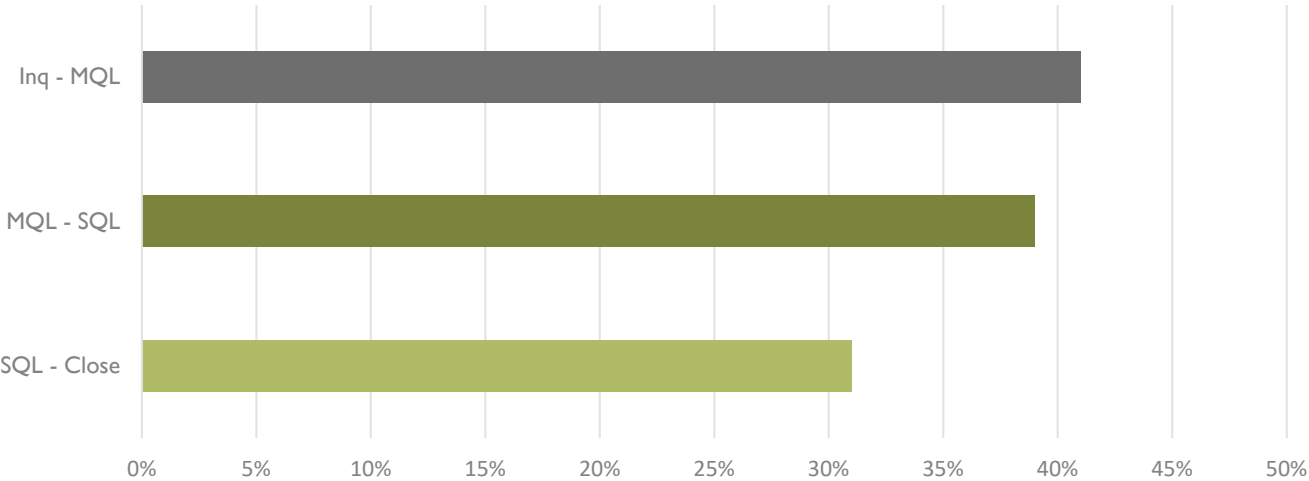
ANNUAL RETENTION TRENDS BY GO-TO-MARKET MODEL

NOTE: All data represents the average of the subset. See pages 49-51 for definitions.

A True Tale of Account-Based Marketing Transformation
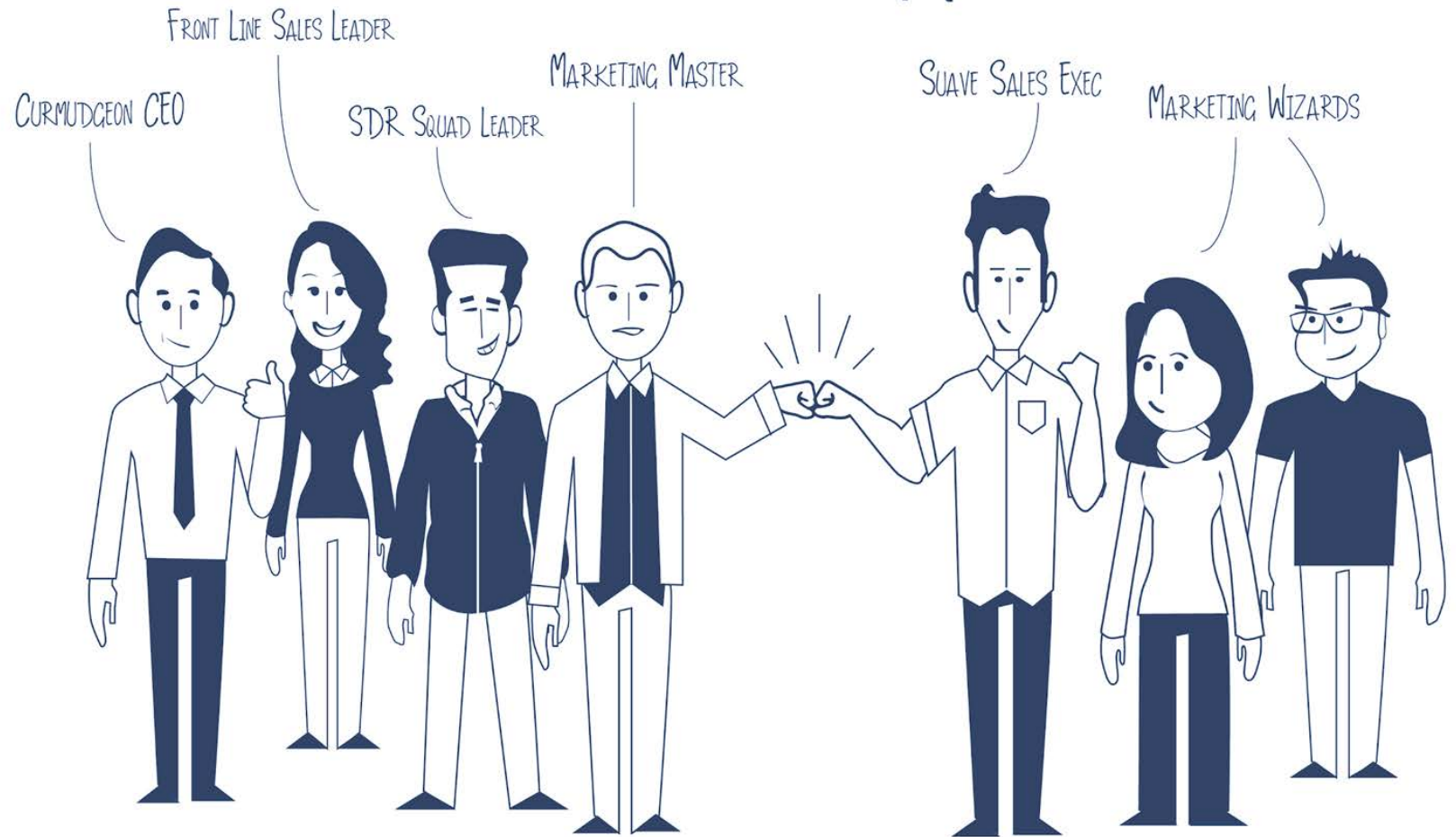
#OneTeam ABM Transformation

↑ 125%

↑ 35%

↑ 20 days faster

**Win rate from 1st demo
(across our entire pipeline!)**

ACV

Sales cycle velocity

✓ Accounts better qualified, earlier

✓ AEs make great time on good-fit accounts

✓ More time to personalize

✓ Seamless alignment between sales and marketing

Once upon a time there was a sales team... and a marketing team.

Every day, sales was sales and marketing was marketing.

"WE NEED A BETTER WAY TO IDENTIFY TARGET ACCOUNTS!"

"WE NEED TO CONVERT BETTER!"

"REVENUE NEEDS TO BE MORE PREDICTABLE"

"I'M TIRED OF MY REPS WASTING TIME ON BAD-FIT ACCOUNTS!"

"WE NEED MORE SUPPORT FROM MARKETING!"

To drive efficient growth, we needed world-class ABM

- High volume, high growth, but low conversion rates

- Wasting time on bad-fit accounts

- Inefficient, unpredictable, unsustainable

"WHAT'S WORKING NOW WON'T WORK FOREVER."

"LET'S TAKE CONTROL OF THE REVENUE MODEL."
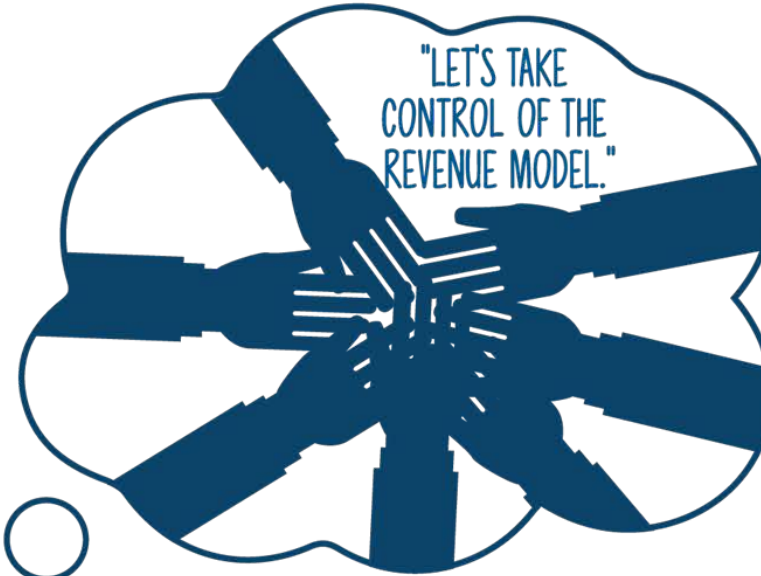
- Lower volume, high growth, high conversion rates

- Efficient, predictable, sustainable

- Work only best-fit accounts

Preparing for ABM vs. High-Velocity

- CEO buy-in midyear

- SDR leadership buy-in

- AE leadership buy-in

- Support from finance on new comp model

- Build an ABM financial model

- Benchmark account conversion rates

- New tech for fit, intent, and engagement data

- Marketing ready for real operational action!

#OneTeam = Fist Bump
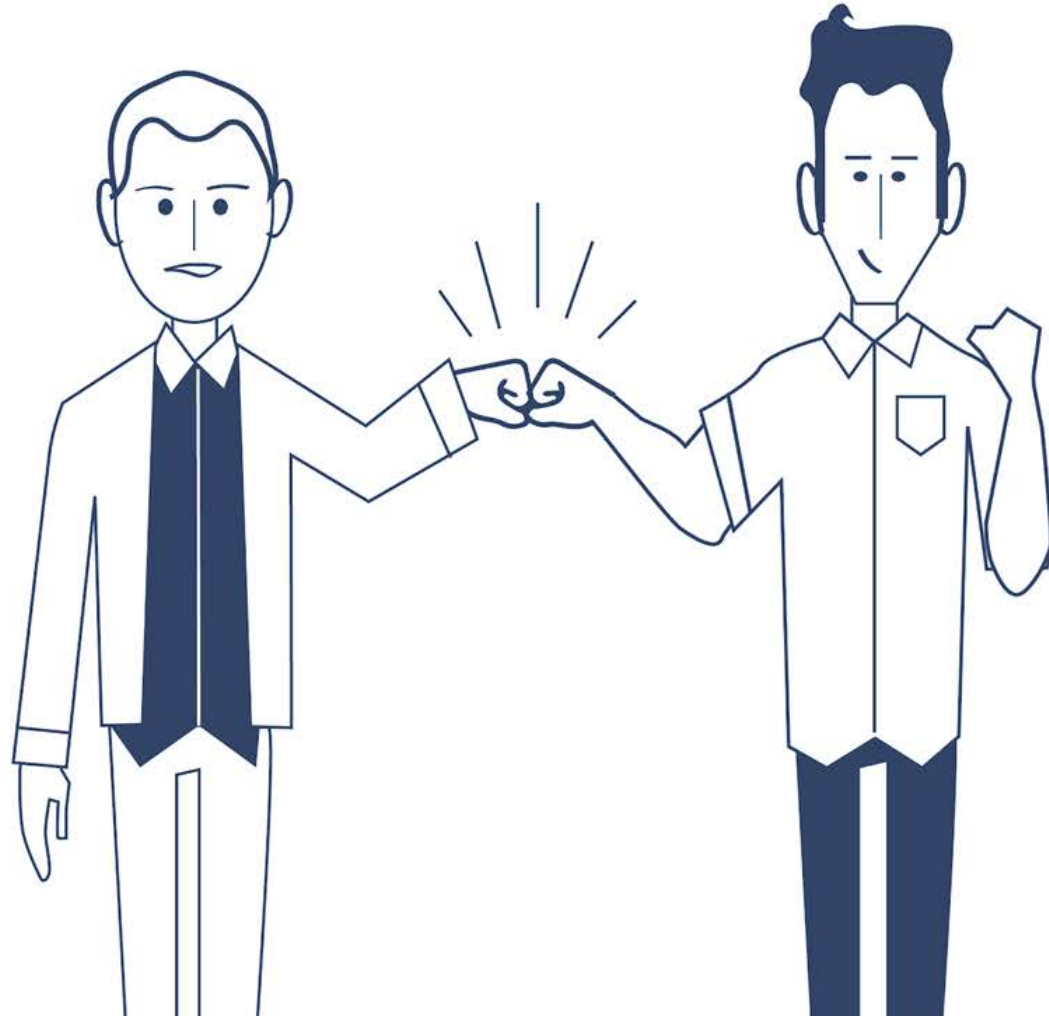
What We Changed (Really, Really Fast)

1 Marketing owns account selection and prioritization

2 Defined target pool of high-fit accounts

3 Only work accounts with ICP and predictive fit

4 Selected quarterly Tier 1 with Fit + Intent + Engagement for ABM multichannel campaigns

5 We created a data-driven, dynamic process for account prioritization and sales triggers = working status

6 Reduced numbers of SDR accounts and quotas

7 Focused on highly personalized cadences and content

8 Shifted to account-based SDRs (18) and inbound SDR (1)

ABM Funnel Math

Key data points
- Revenue goals
- Conversion baselines
- ACV baseline
- Sales cycle velocity

Engaged People

How much pipeline should your business expect your ABM initiative to create?

Target Accounts	Engaged Accounts	MQA: Working Status	Conversations/ Meetings	Opportunities Opened	Opportunities: Stage 2	Closed Won
#	%	%	%	%	%	%
				$	$	$

Engaged People

How much revenue should your business expect the program to create?

How many accounts do you need to work to get the results your business requires?

Research your baselines as best you can to watch how Account-Based increases conversion and $ of pipeline created

The Formula for Operationalizing ABM

FIT
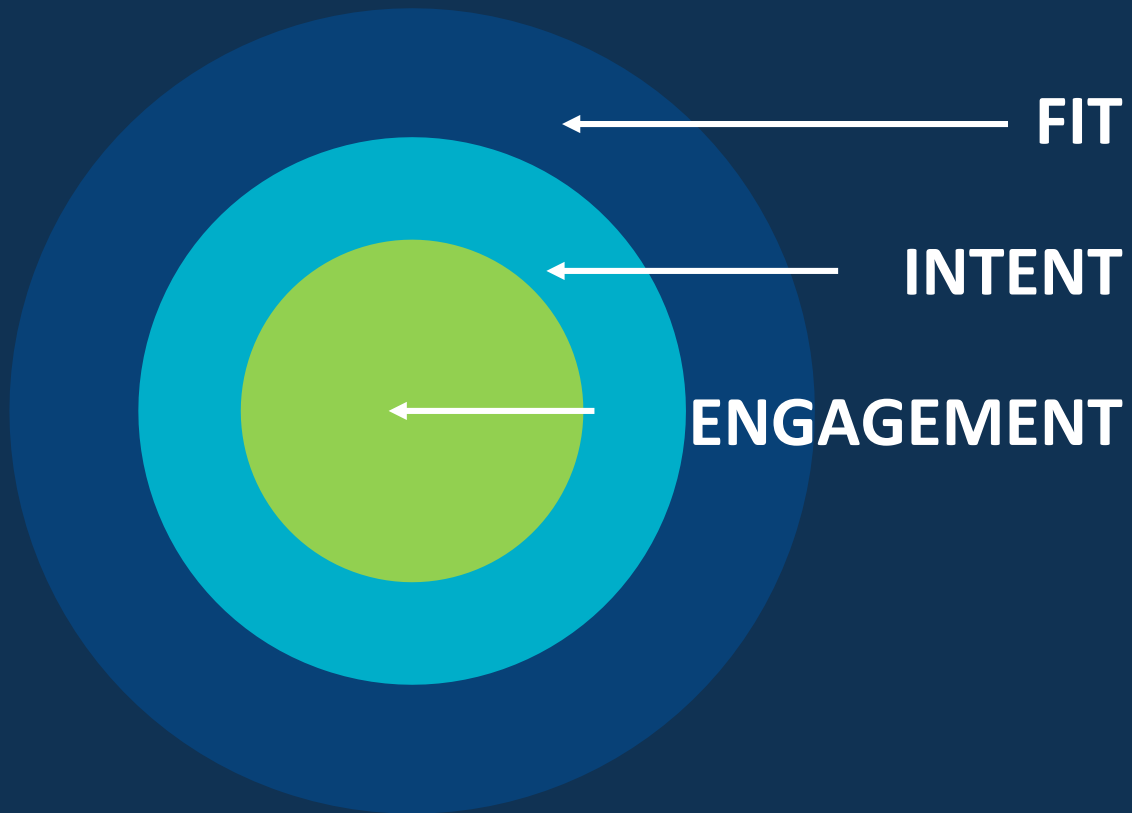
INTENT

ENGAGEMENT

- Use Fit + Intent + Engagement to select accounts

- Trigger campaigns and sales activity from Intent & Engagement

- Marketing's job is to deliver value to target buyers and create engagement

Fit Data: ICP & AI-Assisted Scoring

- ✓ Build audience easily

- ✓ Filter to your ideal customer profile

- ✓ Enhance with AI-assisted model

- ✓ Publish and enrich SFDC with one touch

📍	State
📍	City
📍	Zip Code
🏭	**Industry**
📈	Revenue
👥	Employees
🖥️	Technology
🔗	Department

100

CRM Fit
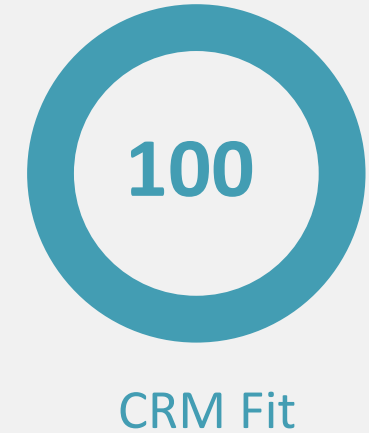
Intent Data: Account-Based Surge
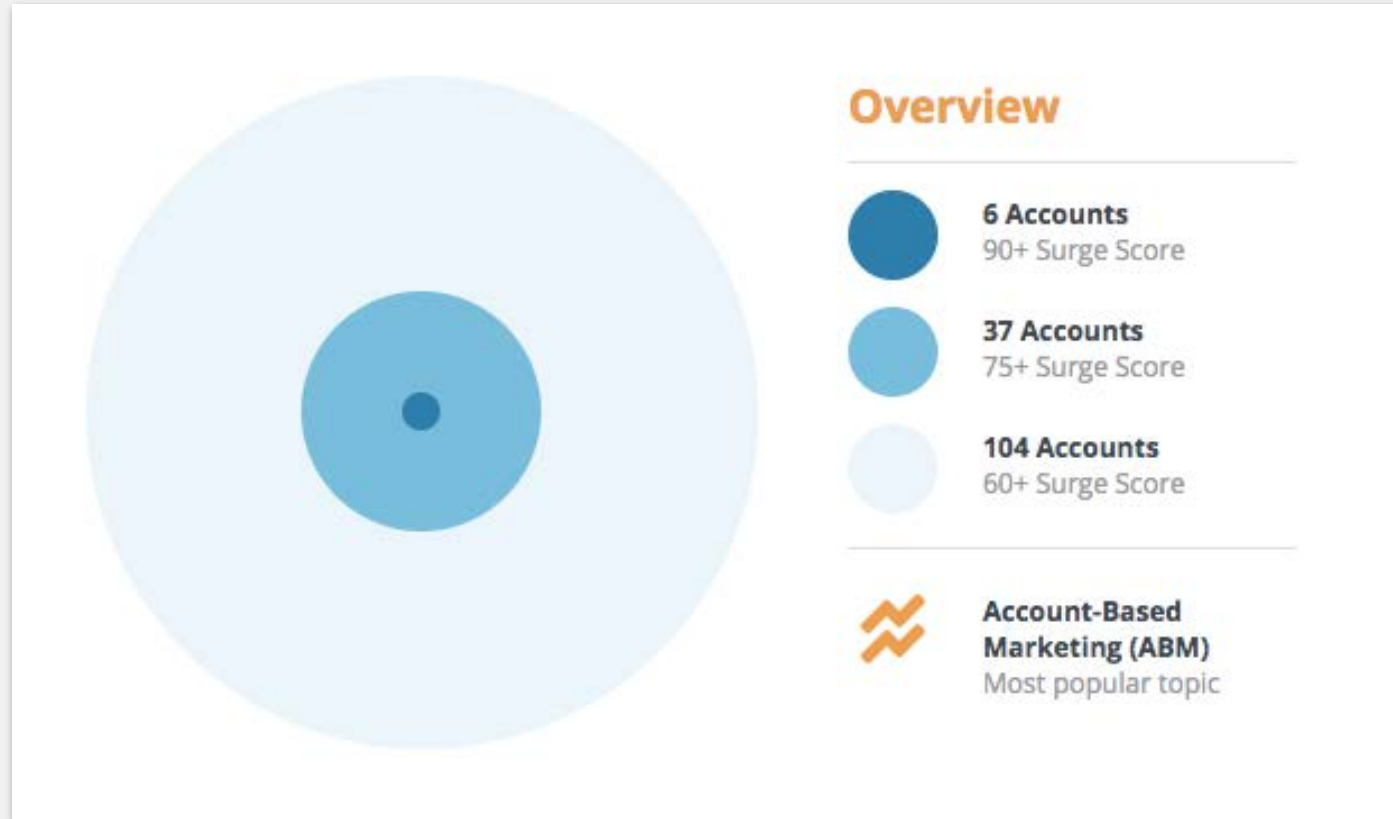
Identify active market

Understand intent

Activate on surging intent
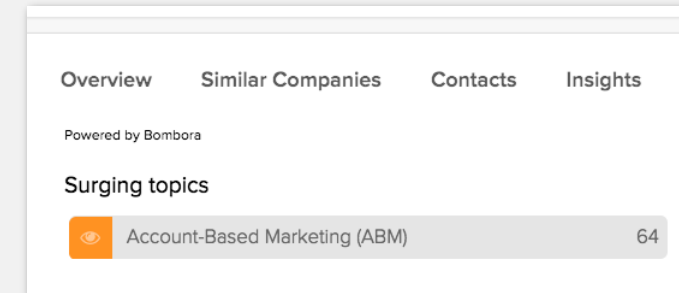
Engagement Data: Account & Known Contact

✓ Understand which accounts are engaged with your online content (anonymous) and what content

✓ Understand which accounts are engaged through your marketing campaigns and sales touches (known contacts)

✓ Move targeted accounts to "engaged" digital and SDR campaigns and progress them intelligently through the funnel

✓ Target new accounts that are a good "fit"

■ Visits
■ Impressions

Account Selection & Prioritization

Account Name	ICP	Fit Score	Intent Score	Engagement	Target	Priority
Company name	☑	99	95	HIGH	☑	1
Company name	☑	90	70	MEDIUM	☑	1
Company name	☑	90	95	LOW	☑	2
Company name	☑	85	100	NONE	☑	2
Company name	✖	25	0	HIGH	✖	—

ABM Target Tiers

Tier 1

Tier 2

Target Pool

Fit + Intent (+ Engagement)

Fit

ABM Target Tiers

Sales and Marketing working together

working

Time

Energy

Money

potential
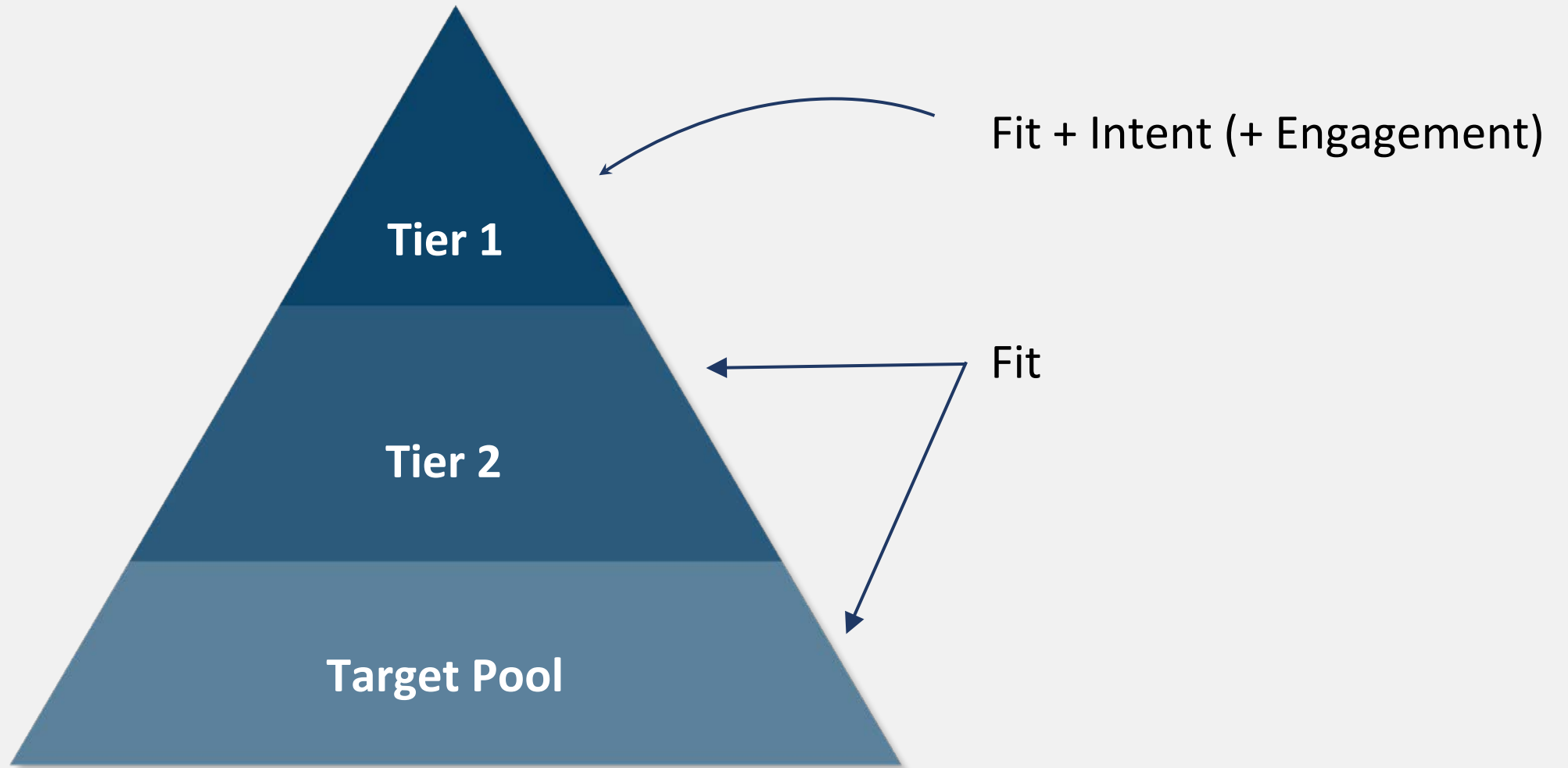
Master Pool of High Fit Accounts

Data-Driven and Dynamic

1. Intent

FIT

Net New	Existing

Assign	Alert

2. Engagement

FIT

Net New	Existing

Assign	Alert

3. Fit

Net New	Existing

Assign	Alert
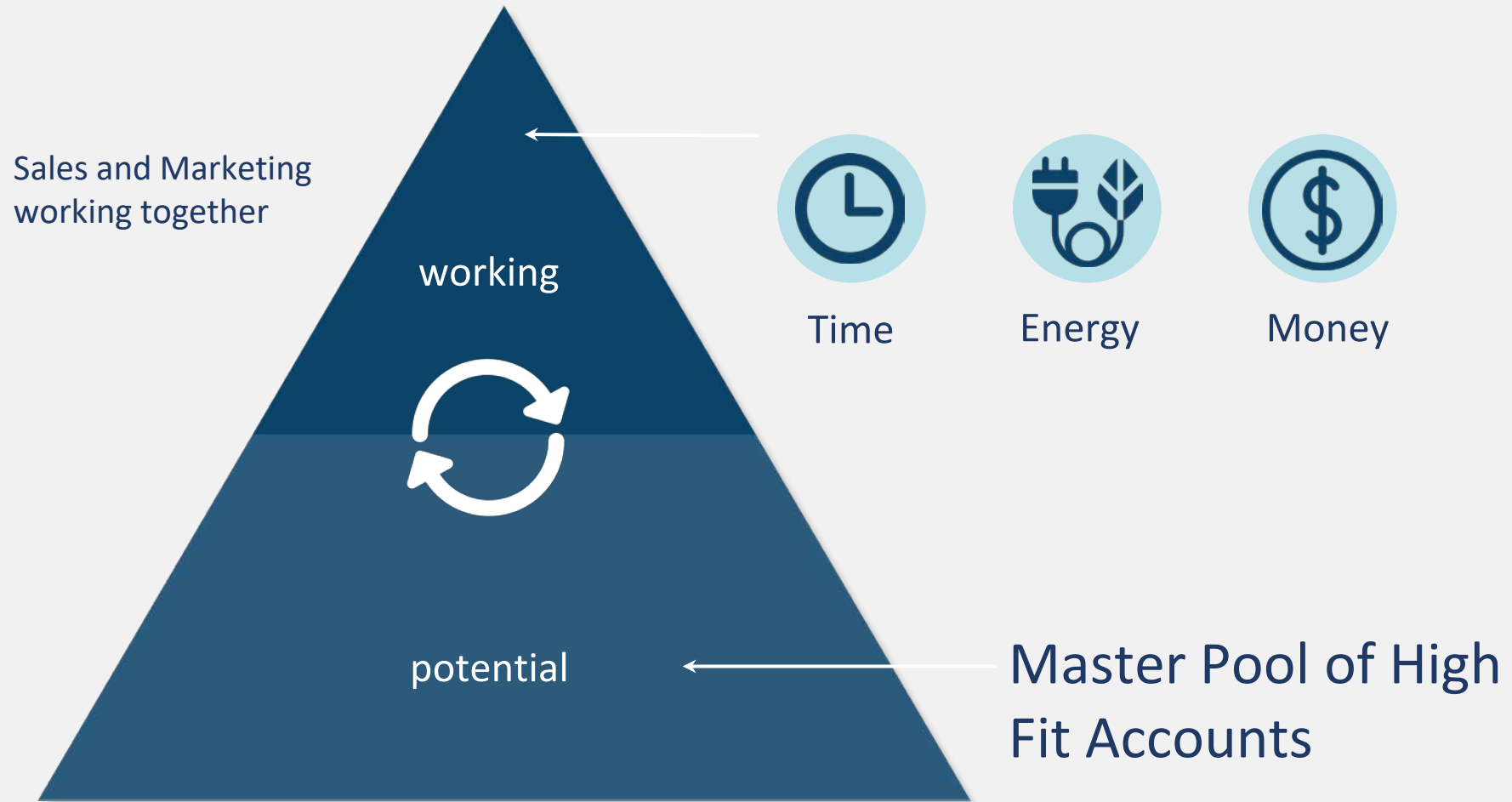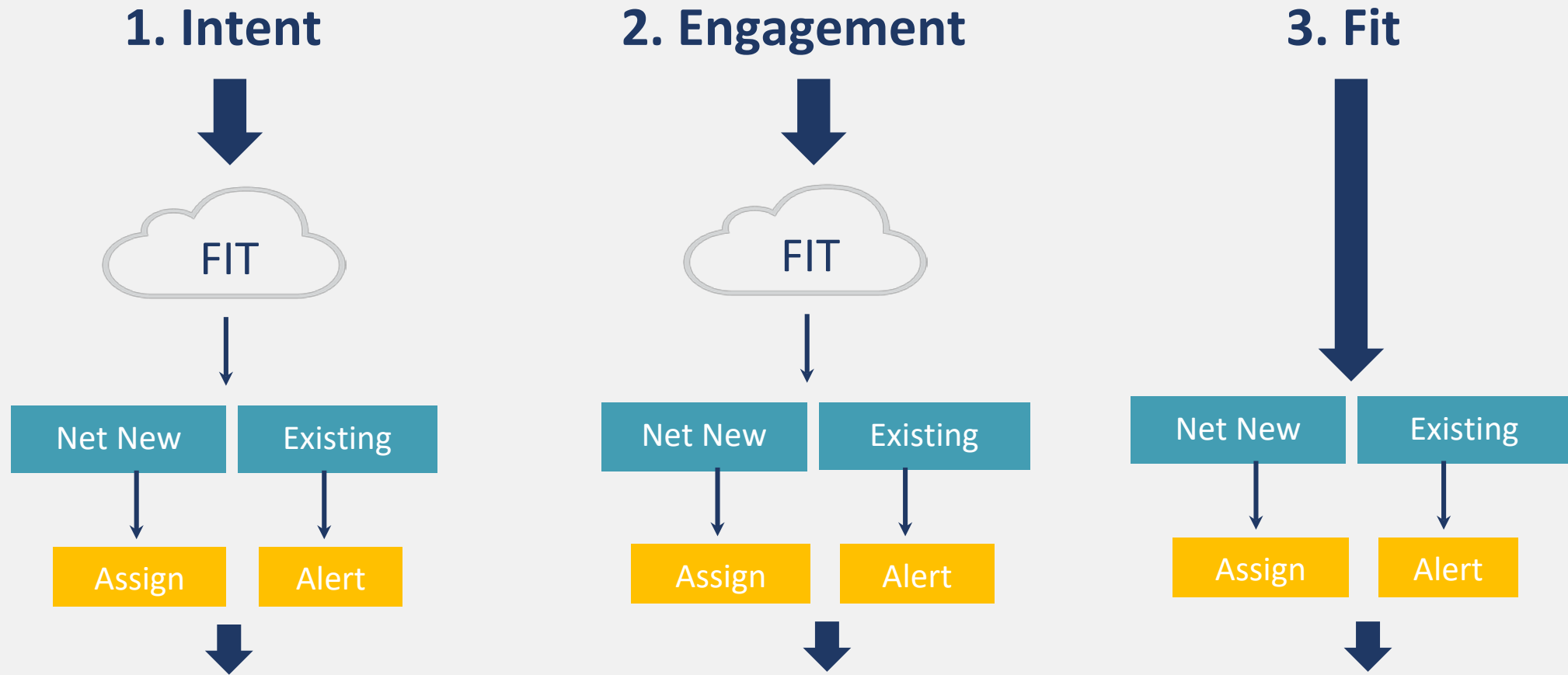
Working

Triggers, Plays & Campaigns

What happens when something happens?

This account ≫	Enterprise Account		
Does this ≫	**SELECTED AND TIERED**	**ENGAGEMENT ON HIGH VALUE WEB PAGES**	**OPPORTUNITY - STAGE 2**
This happens ≫	• Account assigned to SDR • SDR begins personalized cadence • Terminus account-based ads • LinkedIn Sponsored Content • Webinar & event invites	• SDR alerted • SDR personalized video • SDR promotes key content • 1:1 Ad • 1:1 Content Stream	• 1:1 ad progresses • ABM book mailed • CMO email & social connect • CRO email & social connect • Event lunch/dinner invite

Content & Cadences

Personalization @ scale

TIER	LEVEL OF PERSONALIZATION	EXAMPLE
TIER 1 **Tens of Accounts**	**Highly Personalized** • H2H to people • 1:1 to companies	Personalized cadences, executive touchpoints, H2H videos, content streams, personal notes w/ direct mail 1:1 account-focused display ads, videos, content portals, articles, collateral
TIER 2 **Hundreds of Accounts**	**Tailored** • By segment • By industry • By intent	Vertically focused ads + content portals + blogs, collateral, papers, videos Intent-driven ads + content portals + video
TIER 3 **Up to Thousands of Accounts**	**Broad** • Your most generic content built for your target audience	Blogs, white papers, web pages, etc.

ABM ACCOUNT SEGMENTATION

ABM Scorecard
Measure conversion through the account-based funnel

	TARGET			ENGAGE			ACCELERATE						CLOSED-WON		
	Total Accounts (High Fit)	Accounts with Intent Surge	Engaged	% Engaged	MQA	%MQA	Opps Created	Opp $$$	% Opp	Opps Stage 2	Opps Stage 2 $$$	% Opps Stage 2	Closed Won	Closed Won $$$	% Closed Won
TIER 1	#	#	#	%	#	%	#	$	%	#	$	%	#	$	%
TIER 2	#	#	#	%	#	%	#	$	%	#	$	%	#	$	%
TIER 3	#	#	#	%	#	%	#	$	%	#	$	%	#	$	%

Fit + Intent + Engagement ⟷

Intent + Engagement signals ⟷

ABM Roadblocks to Crush

Collaborate with the team to hurdle these barriers early!

Recover from your lead addiction!

More leads!

Get the CEO, CFO, & GTM team onboard!

Silos

Establish #OneTeam goals!

Measurement

ABM Lessons Learned

Lead the go-to-market team, **changing mindset is the hardest part.**

Own data-driven target account selection in Marketing.

Execute ABM in sprints.

Create an account insights machine for sales.

Align SDRs & Marketing on **account-based** approach or find something else to do with your life.

Attack tailored and personalized content & campaigns head on.

Measure from day one: You're going to need it.

Operationalize data, systems, process

Together, we continue to scale the ABM mountain.

Meet **Marty.**

Marty is a marketer with big dreams,
but he's not getting the results he expected.
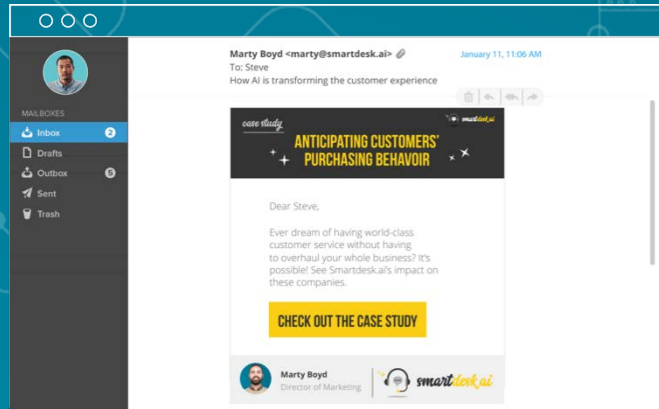
Marty delivers content via email

Over display & retargeting channels
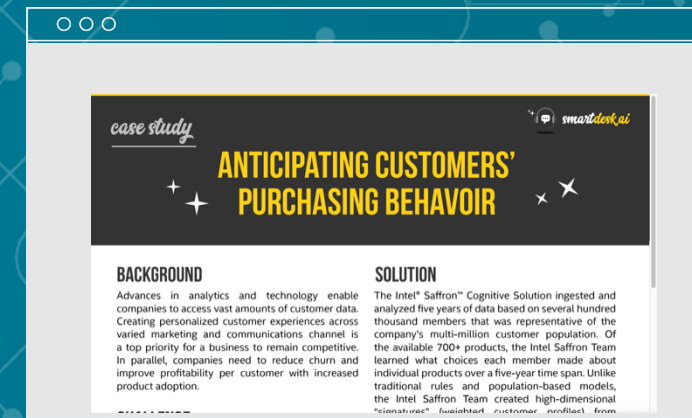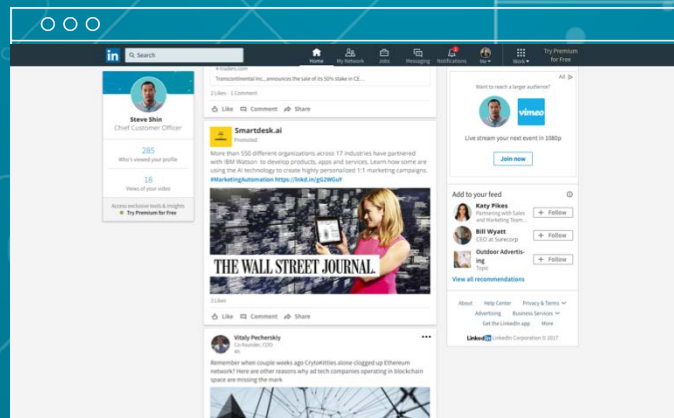
Through paid & organic social

And on his website

Steve
Chief Customer Officer
Zazuum Inc.

ACTION	SCORE CHANGE
Opened Email	+3
Downloaded Ebook	+5
Filled out Form	+10

Sally
Customer Success Manager
Acme Marketing

ACTION	SCORE CHANGE
Opened Email	+3
Downloaded Ebook	+5
Filled out Form	+10

Unknown
MessageIT inc

ACTION	SCORE CHANGE
Website Visit	+5
Clicked Display Ad	+1
Viewed Slideshare	+5

Meet **Steve.**

Steve's a great prospect with a
problem of his own.

The Spark → The Seek → The Binge → The Wall → The Decay

Marty needs... and I know Steven the most relevant content at the right time

Make every click the **start of a journey** instead of a dead end
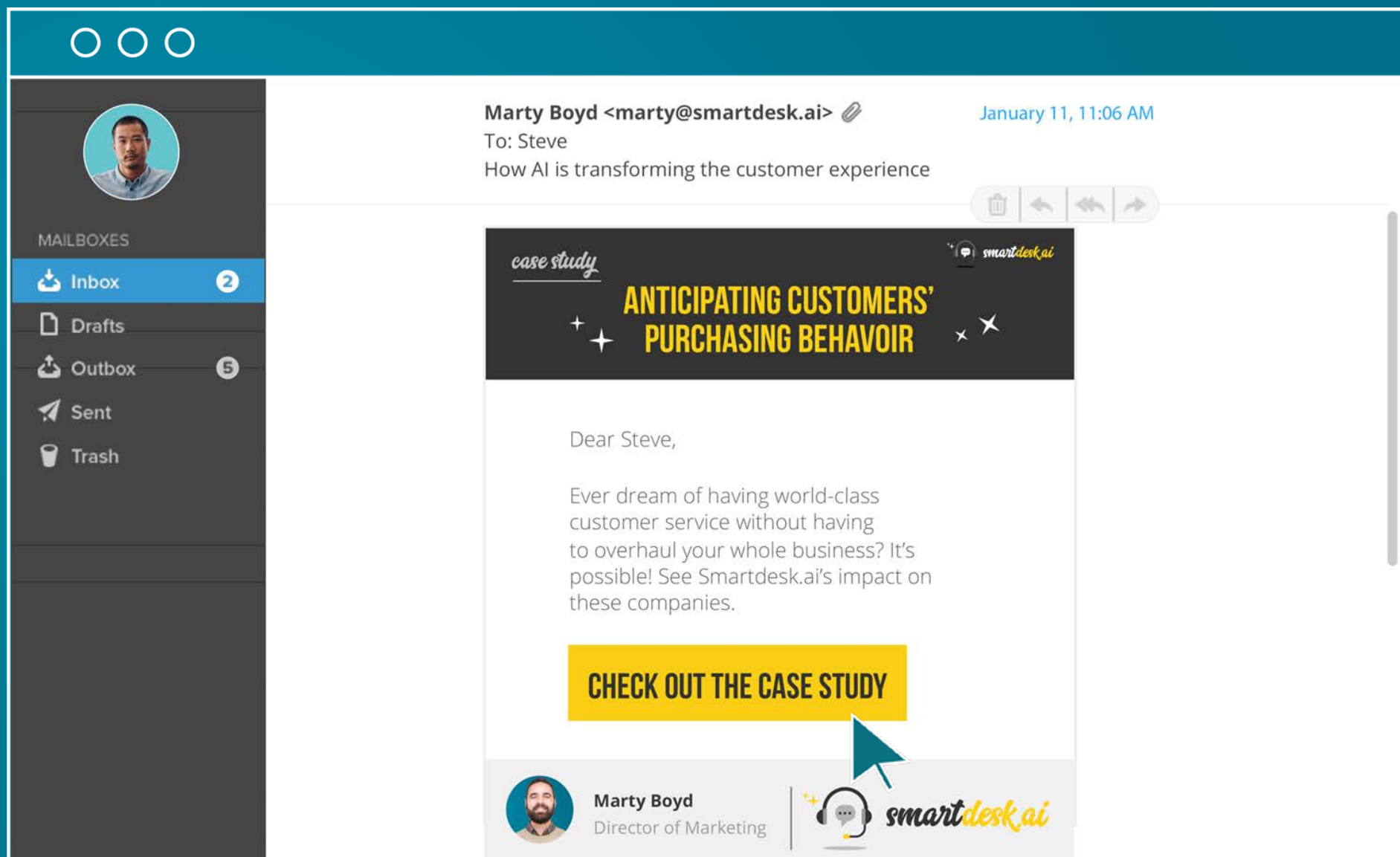
Make every click the **start of a journey** instead of a dead end

case study

smartdesk.ai

ANTICIPATING CUSTOMERS' PURCHASING BEHAVOIR

BACKGROUND

Advances in analytics and technology enable companies to access vast amounts of customer data. Creating personalized customer experiences across varied marketing and communications channel is a top priority for a business to remain competitive. In parallel, companies need to reduce churn and improve profitability per customer with increased product adoption.

CHALLENGE

A leading financial services and insurance company we call FSI wants to understand the current financial states and goals of its individual members and anticipate each customer's important life events, preferences and readiness for different financial

SOLUTION

The Intel® Saffron™ Cognitive Solution ingested analyzed five years of data based on several hun thousand members that was representative o company's multi-million customer population the available 700+ products, the Intel Saffron T learned what choices each member made a individual products over a five-year time span. U traditional rules and population-based mo the Intel Saffron Team created high-dimens "signatures" (weighted customer profiles) the three selected data sources: (1) mer demographics, (2) product portfolio, and (3) cha preferences to anticipate a customer's next action.

Based on the Saffron Cognitive Solution's u

Next →

Spotlight: How Vivor Corp Transformed Their Customer Experience & Save tions

The solution consistently h accuracy rates for recommending the products across the five tiers.

Make every click the **start of a journey** instead of a dead end

Make every click the **start of a journey** instead of a dead end

Make every click the **start of a journey** instead of a dead end

GetApp®

Search apps, categories, reviews...

BROWSE   SIGN IN   JOIN

APP INFO ▾   PRICING   FEATURES   REVIEWS   ALTERNATIVES   COMPARISONS   INTEGRATIONS

smartdesk.ai

Ready to talk to sales?
Fill out this quick form and we'll have a sales rep contact you shortly!

Smartdes

Web-based help d

★★★★★ 4.82/5 (8

VISIT WEBSITE

WRITE A REVIEW

32 people use this

USE THIS   ☐ I WANT THIS

First Name*	Steve
Last Name*	Skefington
Title*	Head of Demand Gen
Company*	Marketing Corp.
Phone*	555-5555
Email*	steve@marketingco.com

SUBMIT

Smartdesk.ai overview

Smartdesk integrates with the following thi
Klaviyio

READ MORE

Pricing

Starting from $8/month

Pricing options

Free trial   ✓

Subscription   ✓

Value for money   ★★★★

Canada, Asia, Australia, Brazil, China and
9 other markets

Support Steve's content binge, whenever, **wherever he clicks.**

From a **display ad...**

From a **display ad...**

From a **display ad...**

Customer Reviews on GetApp 4.8/5 stars
Reviews

BROWSE   SIGN IN   JOIN

INTEGRATIONS

VISIT WEBSITE

WRITE A REVIEW

Ready to talk to sales?

Fill out this quick form and we'll have a sales rep contact you shortly!

smartdesk.ai

☐ I USE THIS   ☐ I WANT THIS

First Name*

Last Name*

Title*

Company*

Phone*

Email*

SUBMIT

Know when Steve is **truly** engaged.

Find the Steves in a sea of casual clickers

LOOKBOOKHQ

Target v1.0 ⚙▾ Signed in as marty@abcorp ▾

Home > Target Experiences > Visitor Journeys per Session

☐ Show Excluded Visitors   Last 30 Days ▾

Content
Target
Recommend
Landing
Website

Visitor Journeys per Session

⊞ Target Experiences

Overview   Experiences   Visitors ▾

Visitor	Experience	Visit Time	Engagemen...	Total Views	Assets View...	Total Time
▾ steve@marketingco.com	Email Nurture - Cogniti...	2017-05-11 5:07 pm	4	15	4	**17 min 46 sec**

ANTICIPATING CUSTOMERS' PURCHASING BEHAVIOR

Case Study: Anticipa
4 min 12 secs

Spotlight Video: How
3 min 46 sec

Wall Street Journal
2 min 44 sec

FORRESTER
Artificial Intelligence and solutions
Get the Report

Artificial Intelligence
4 min 32 sec

GetApp
APP INFO ▾   PRICING
Sma
Web-bas

GetApp Review on
2 min 32 sec

| ▾ sally@acmecorp.com | Email Nurture - Cogniti... | 2017-05-10 8:02 pm | 2 | 4 | 2 | 6 sec |

ANTICIPATING CUSTOMERS' PURCHASING BEHAVIOR

Case Study: Anticipa
2 sec

Spotlight Video: How
4 sec

Arm sales with **timely information** about **every qualified lead**

Steve Skefington

Chief Customer Officer

Zazuum Inc.

555-5555

steve@zazuum.com

Alert of a
Fast Moving Buyer!

Name of Content Track:

Top of Funnel Track

Session Engagement Time:

17 min 46 sec

Assets Viewed: 5

Last Asset Viewed: GetApp Re

...and see how his **target accounts** light up as they engage with content

Home > Target Experiences > Target Analytics - Accounts   ☐ Only Known Visitors   ☐ Show Excluded Visitors   08/09/2017 - 09/08/2017 ▾

Target Analytics - Accounts

▦ Target Experiences

Content

◎ Target

👆 Recommend

▦ Explore

🌐 Website

Account ↓ᴬᶻ	Track	Visitors	Known Visitors	Bingers	Total Views	Sessions	Total Time	Avg View Time
Relic	How a Self-Nurture M...	27	6	12	155	7	3 hour 6 min	37 sec
Marsh & McLennan C...	Marketing Website: Ho...	12	3	3	34	9	21 min 4 sec	15 min 52 sec
LUZ TECHNOLOGIES, I...	Your Content Marketin...	1	0	0	4	4	3 min 2 sec	50 min 1 sec
BlobCity	Apples to Oranges: Mit...	2	1	1	3	2	2 min 24 sec	1 min 36 sec
marketing co.	Nurture 2.0 Campaig...	35	19	12	389	67	3 hour 17 min	18 sec
Dyson Direct, Inc.	Delivering Content in a...	122	56	41	418	208	5 hours 1 min	28 min 17 sec
Jeffrey Thomas Hayde...	ABM Grand Slam Webi...	64	21	18	230	76	2 hour 7 min	1 min 23 sec
DHL Express	Marketing Website: Pr...	15	3	4	45	16	16 min 1 sec	10 sec
Acme Marketing	Nurture 2.0	89	29	38	382	197	4 hours 23 min	31 min 21 sec
Salesforce.com, Inc.	Marketing Website: Ho...	3	1	1	6	3	1 min 32 sec	1 min 7 sec

3x contribution to revenue

2.4X sales accepted

2.3X faster through the funnel

2.4X higher ACV

What happens after the click is **more important than the click itself.**

High-performing marketers at these organizations choose **content activation**

EPICOR

ERICSSON

FUJITSU

Polycom

JUNIPER
NETWORKS

BlackBerry

THOMSON REUTERS

kareo

Oath:

NATIONAL
INSTRUMENTS

WESTERN
UNION

MICRO
FOCUS

PayPal

SUSE

BetterWorks

Adobe

vodafone

DHL

basware

DEMANDBASE

SÆ
INTERNATIONAL

Rockwell
Automation

Level(3)

CenturyLink

TIBCO

Cetera
FINANCIAL GROUP

CISCO

nimble
storage

DELUXE

ADP

LENNAR

workday.

INVOCA

glassdoor

ACQUIA

Active Content – **All channels, All Types of Traffic**

Known	Known & Anon	Anonymous & Net New
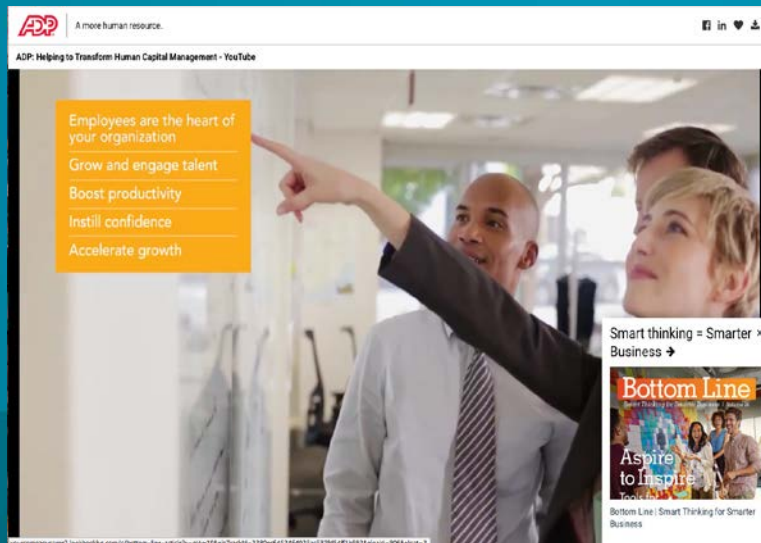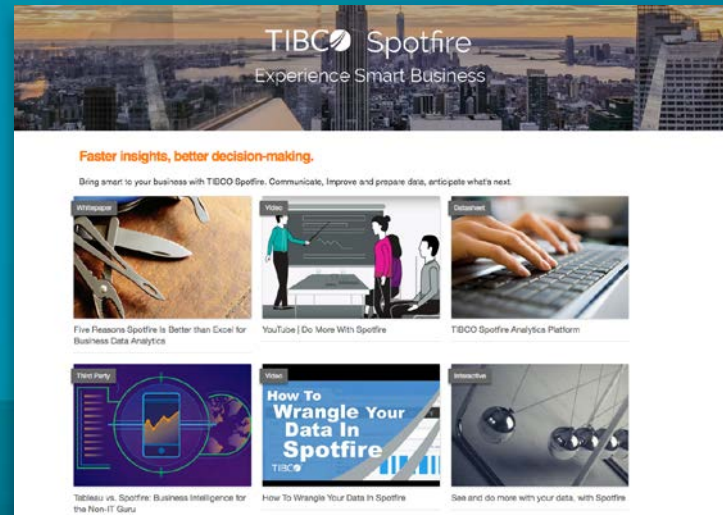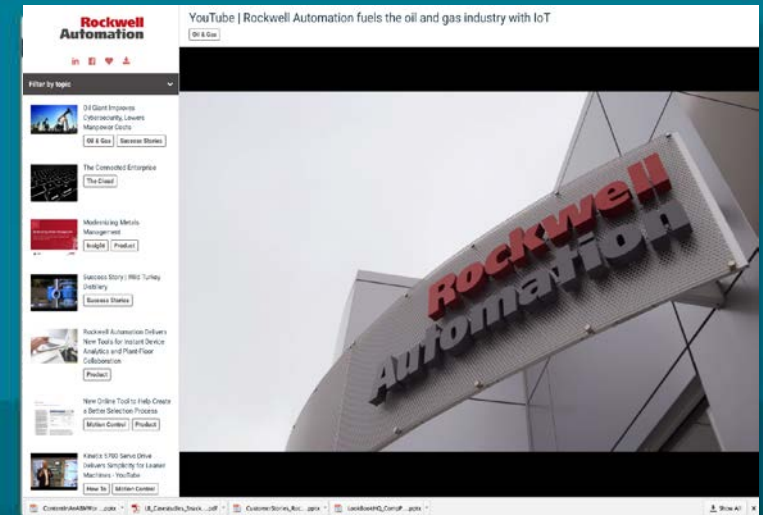
Supporting your marketing team

Ongoing product training and support

Dedicated account manager

Director, Client Success

Client Success Manager

Account Director

Dedicated success manager

Access to Solution Experts

Support Specialist

Technical Solutions Consultant

LOOKBOOKHQ
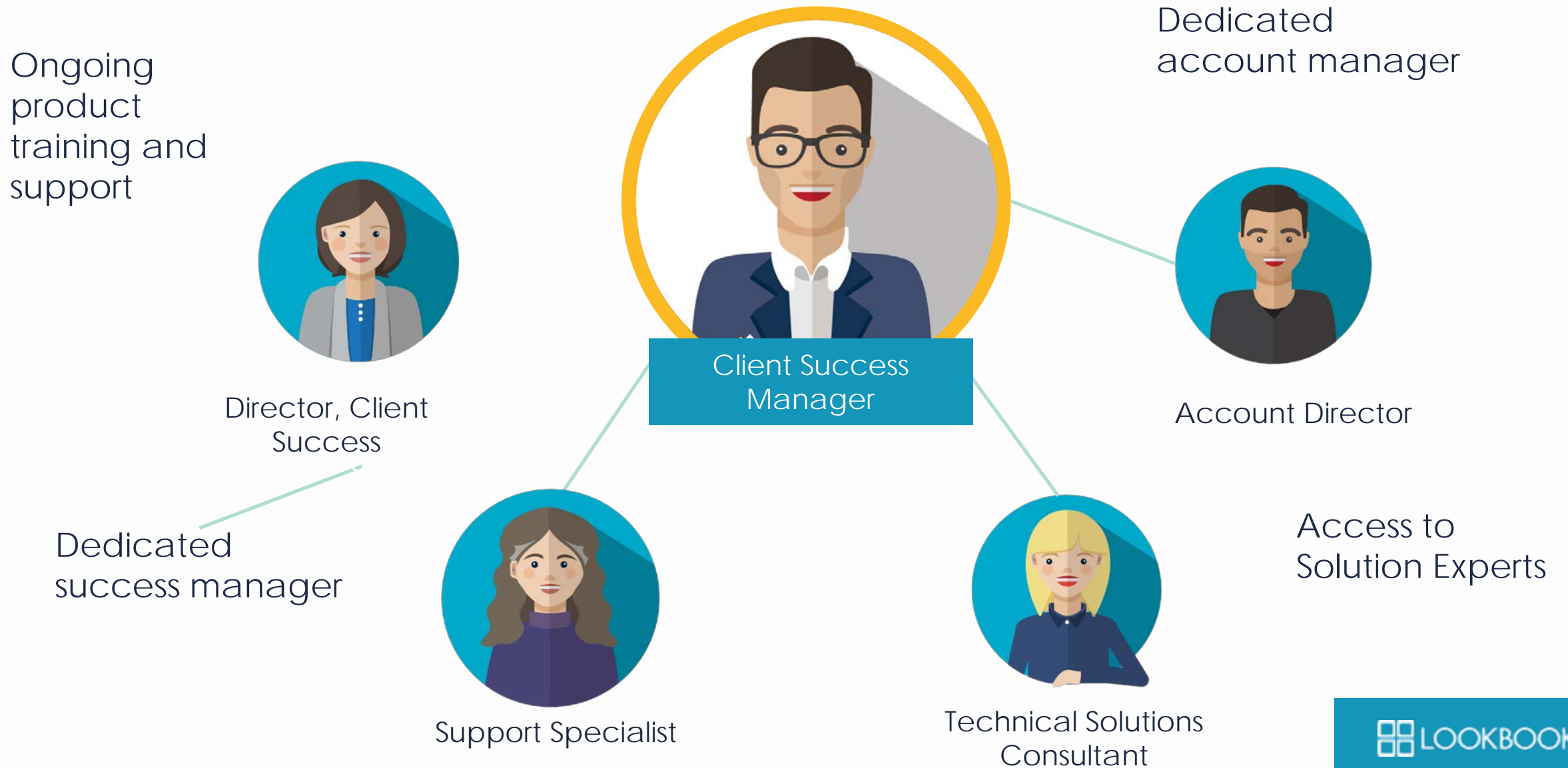
Edison Portfolio: Preferred Pricing

Target or Recommend platform with Explore – List price: $105,000
Family and Friends price: $39,500 (62% discount)

Gold Support – List price: $10,000
Family and Friends price: $7,500 (25% discount)

Annual Family and Friends price: $47,000
(59% discount). Valid until June 30, 2018

LOOKBOOKHQ

Fine Print

Launch of Recommend and Explore within 30 days

You believe in marketing, have a team of "performant marketers" and a CEO committed to demand generation

12-month commitment to success

LOOKBOOKHQ

BREAK
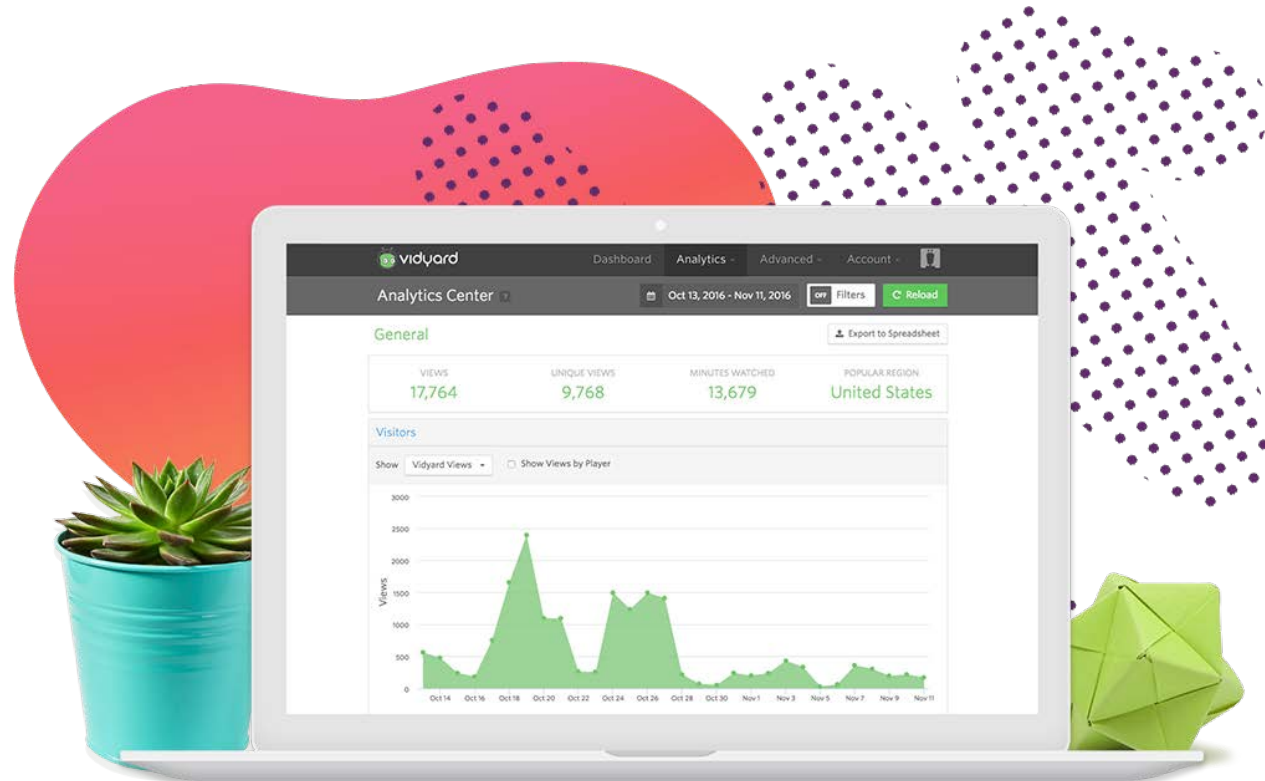
Vidyard: Fast Facts

- **Founded in 2010** pivoting from video production to a Video Platform for Business

- **700+ Enterprise customers** including Salesforce, Microsoft, Marketo, Lenovo, Manulife, BNY Mellon, McKesson, Honeywell, Toro, Pitney Bowes

- **200,000+ users** of GoVideo personal video messaging solution

- **Venture backed:** Bessemer, Battery, Salesforce Ventures, OMERS

- **200+ employees** in 4 offices: Kitchener (Toronto), Vancouver, Boston, London UK

- **Video Platform for Business** to help companies succeed through video

Connect with Prospects through Video

Vidyard for Sales
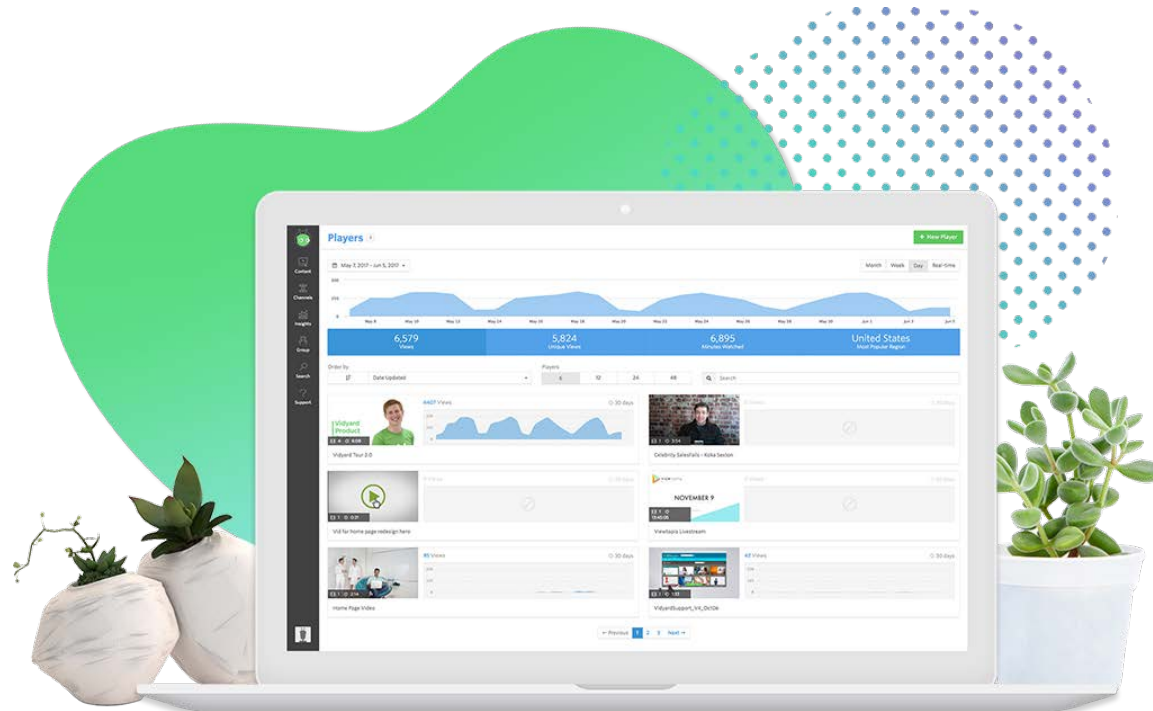
Prospecting isn't easy.

We keep doing more of the same.

Text emails. Phone calls. Social messages.

Too much noise
and too many distractions

Cold and
impersonal

Information
**consumption
has changed**

The Attention Economy is here.

The average person receives
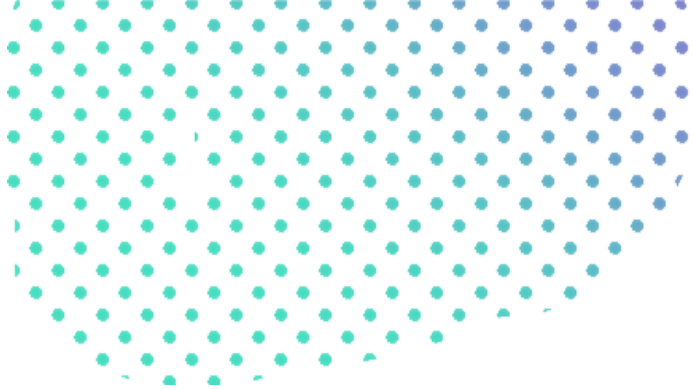**100 business emails**
per day.
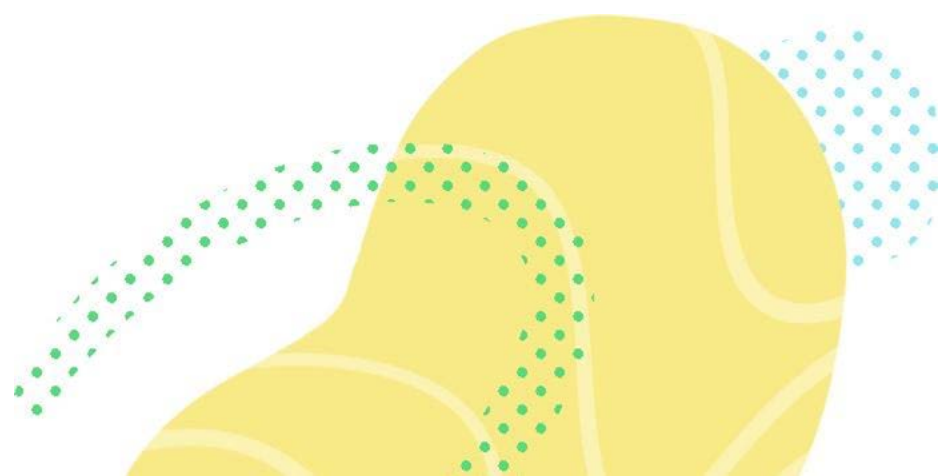
People watch
1 Billion Hours of video on
Youtube per day.

Almost **60%** of company
decision makers would
rather watch a video

So, how can you get their
attention and introduce yourself?

By interacting with your prospects through video.
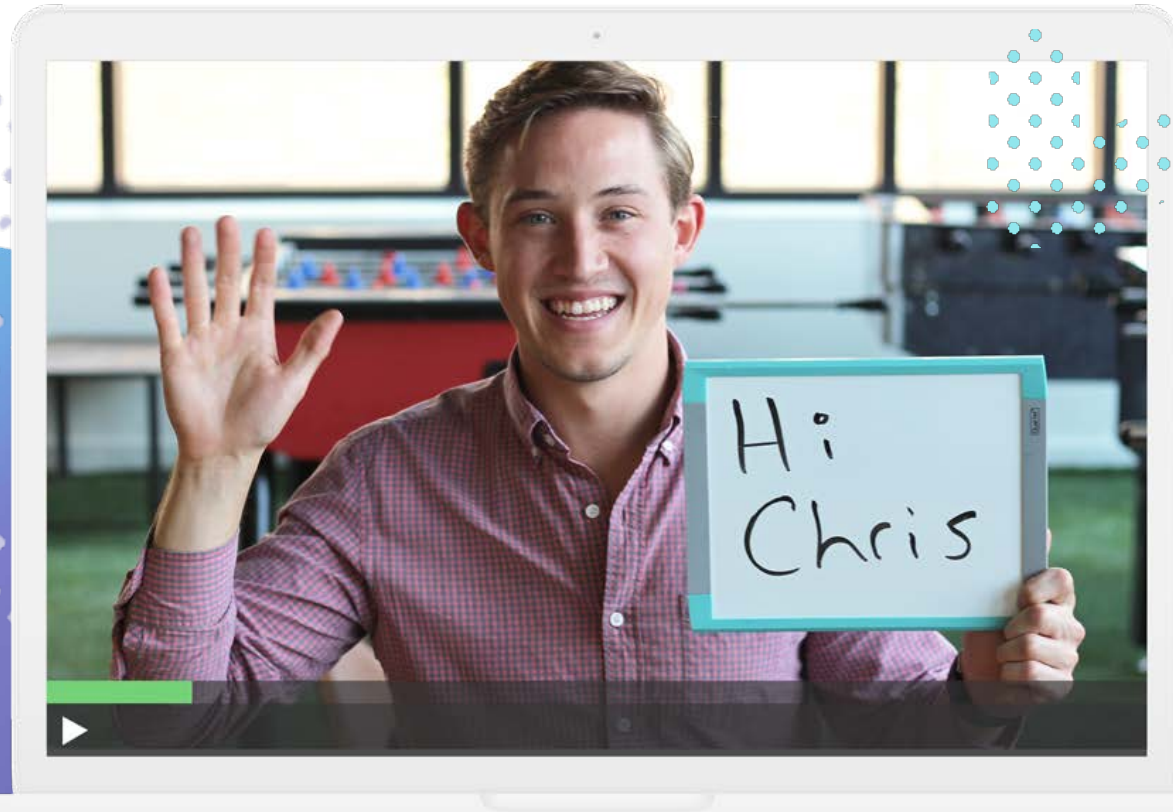
Why video works.

Grab attention and evoke **delight**

Form a genuine connection

Make it **personal** (for real)

Vidyard GoVideo

Create custom videos messages.

Connect with customers and prospects.

Track each and every view.

Create

Enable sales to easily create **compelling & personalized** video content.

Selfie Introductions

Put a face to a name and form a

connection early on.

Create

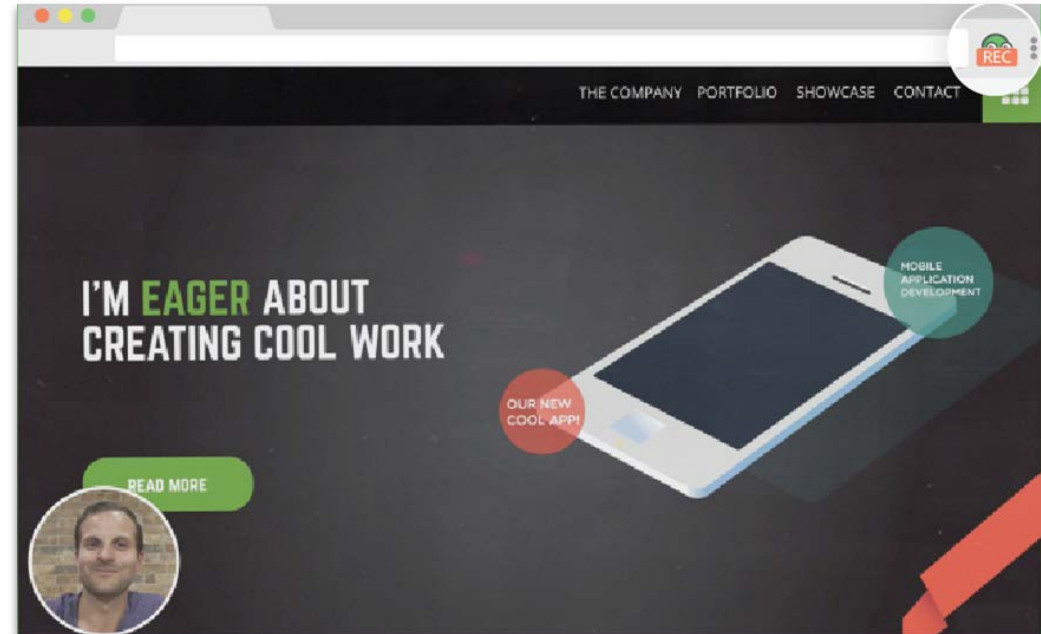Enable sales to easily create **compelling & personalized** video content.

Personalized Screen Share

Use screenshare videos to capture

more than just your pretty face.

Create

Enable sales to easily create **compelling & personalized** video content.

Meeting follow-up

Stay top of mind, and respond to any

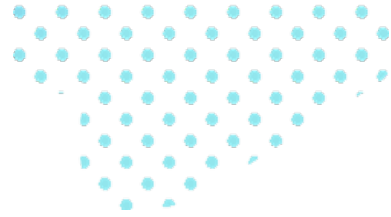follow-up items from your meeting.

Connect

Put your video to work to **form connections** and **drive action**.

Easily share your video

Share your video through email, on social networks, or using your favourite apps.
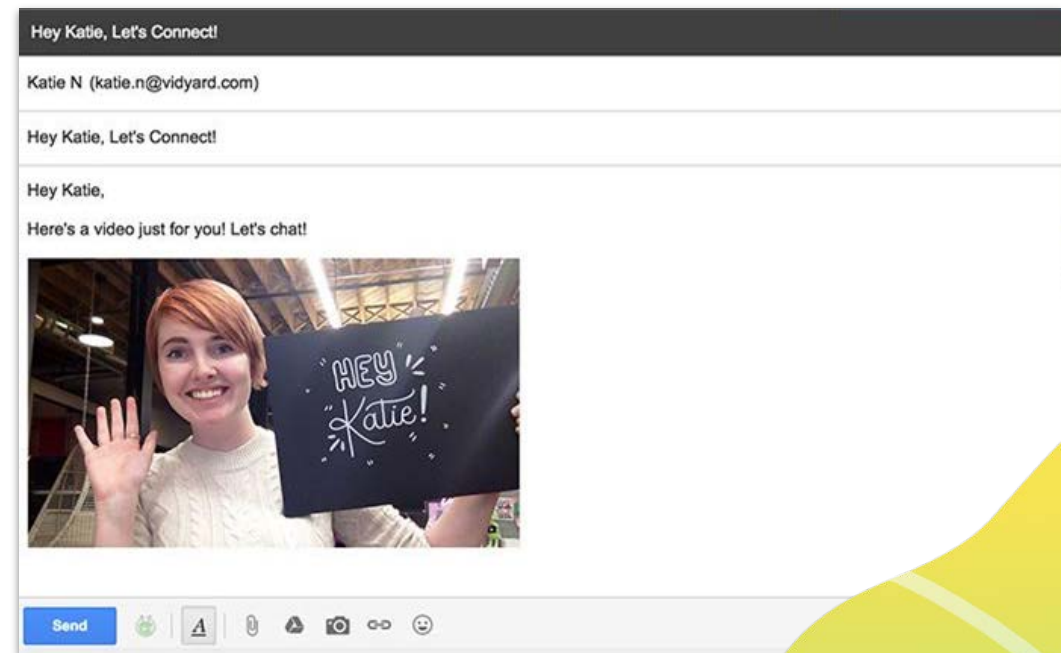
Connect

Put your video to work to **form connections** and **drive action**.

Stand out with Thumbnails

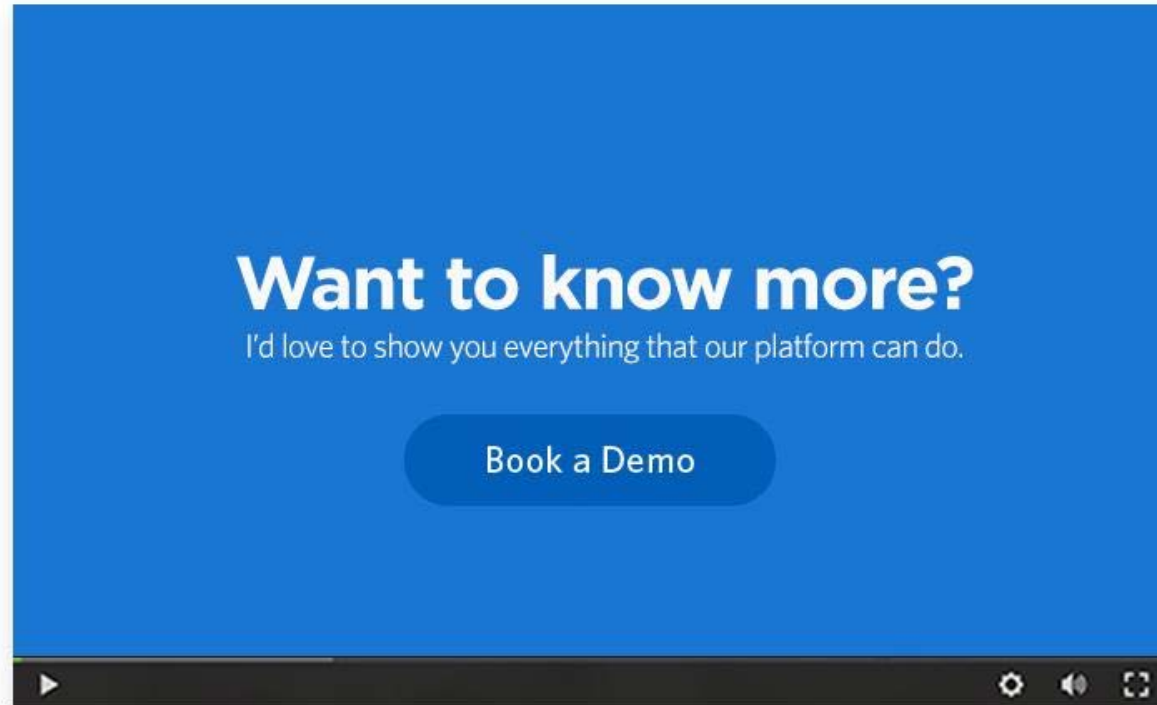Add engaging video thumbnails to sales

outreach to **improve CTRs**.

Connect

Put your video to work to **form connections** and **drive action**.

Add a call-to-action

Make your video interactive
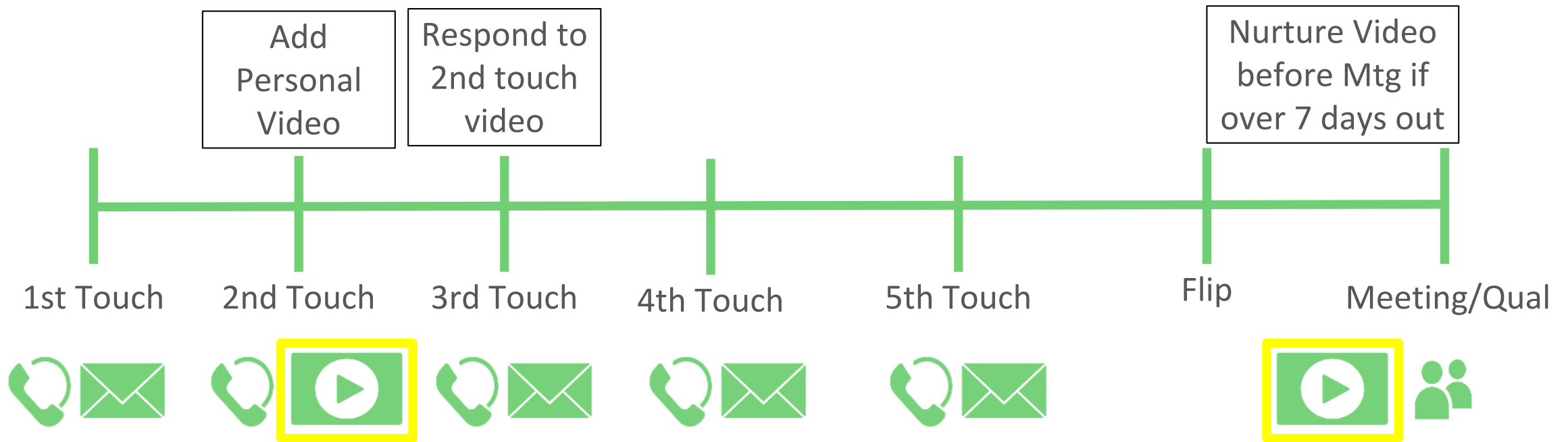
and define a next step.

Brainstorm Activity
Where does video fit in the cadence?

Measurement:
- #video on leads - track Valid Lead:Connect rates (or SQL) vs. non-video
- response rates tracking possible? (Tyler)
- for nurture video: Stage 1:Stage 2 rate
  - track no-shows on AE meetings?
- Anecdotal feedback from reps

| Add Personal Video | Respond to 2nd touch video | | | | | Nurture Video before Mtg if over 7 days out |

1st Touch   2nd Touch   3rd Touch   4th Touch   5th Touch   Flip   Meeting/Qual

Track

Understand who is engaging with your videos, so you can prioritize your follow-up.

CRM Integrations

Access video view data without

leaving your CRM.

![DynamicSignal logo]

Increase Your Meeting to Opportunity Conversion Rate

- Meeting-to-opportunity conversion of 200%

- 12.75% positive response rate

- Inspired her whole team to adopt personal video messaging

"

Vidyard helped us increase response rates and reduce meeting cancellations from 50% to less than 10%"

Lauren Wadsworth
Global Account Development Manager
Dynamic Signal

HubSpot

Advanced Analytics Qualify Leads and Track Video ROI

- Videos is more efficient at creating opportunities than emails or phone calls
- We saw that the ratio of videos sent to meetings booked was 6%
- We saw about a 1.5% conversion

" Vidyard helped HubSpot improve its connect rate and create 4X more sales opportunities with video"

Juliana Nicholson
Sr. Field Marketer
HubSpot

Vidyard GoVideo - 10 seats – List Price

ADD-ON COMPONENTS

GOVIDEO

- 10 Seats – unlimited user generated videos

  +

- Gmail, SFDC, SalesLoft Integrations

  +

- 50 shared videos to access content across teams

  +

- Live viewer analytics notifications and Vidyard platform access

PROFESSIONAL SERVICES
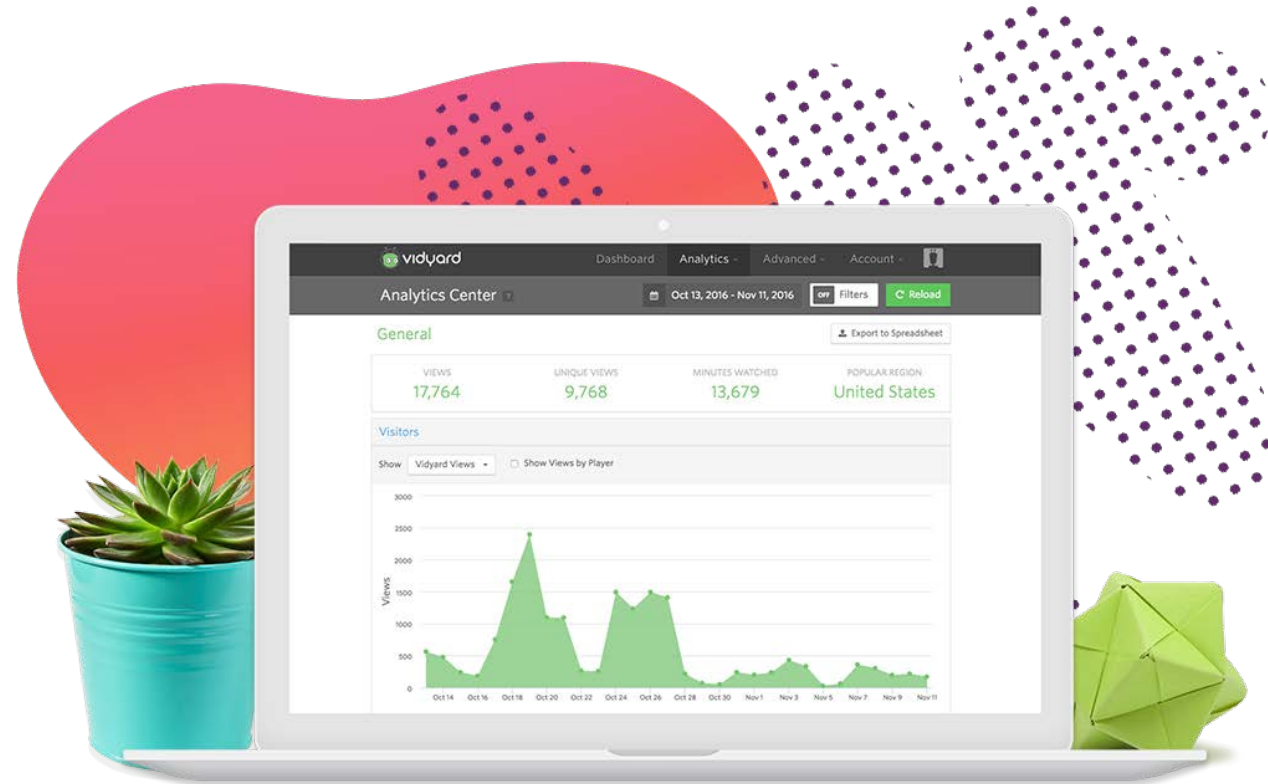
Smart Start
Implementation

Dedicated Customer Success Rep

Total Cost: $6,500 USD per year
Additional Seats $50/user/month

vidyard

Unlocking the Value of Video

Vidyard for Marketing

You're expected to do more.
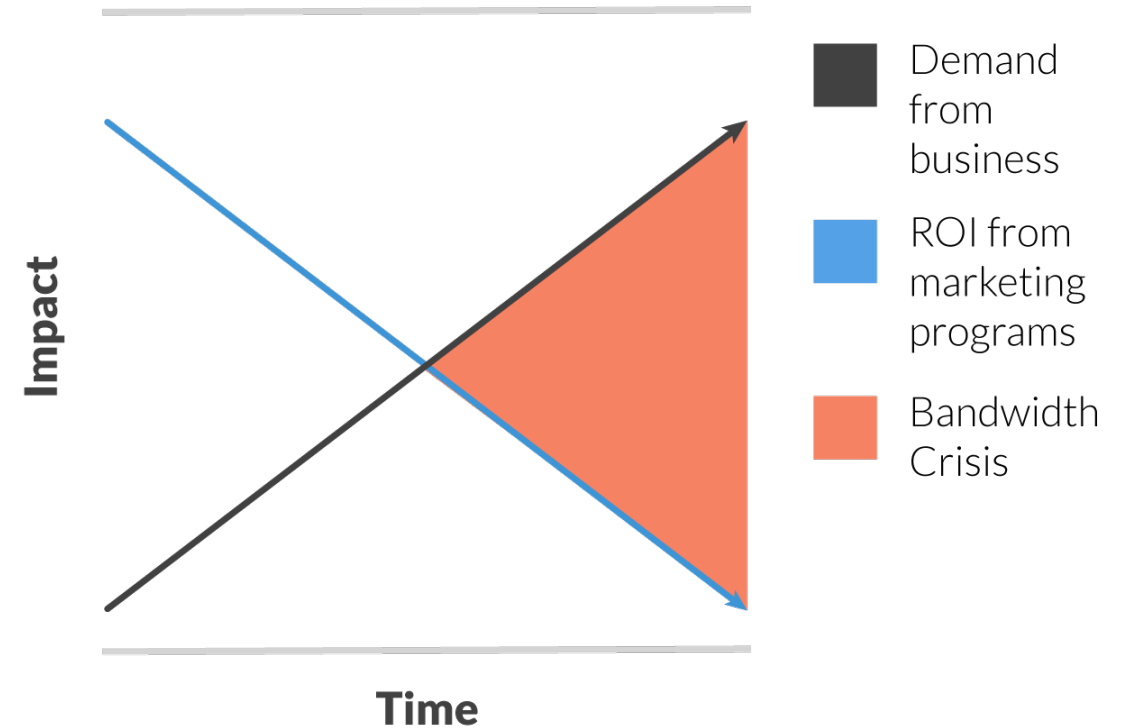
More Channels

Use ABM

Run events

Create new content

More Demands

Build more pipeline

Increase quality of SQLs

Decrease cost per lead

Bandwidth Crisis:

Impact / Time

Demand from business

ROI from marketing programs

Bandwidth Crisis

Video is the solution for the bandwidth gap.
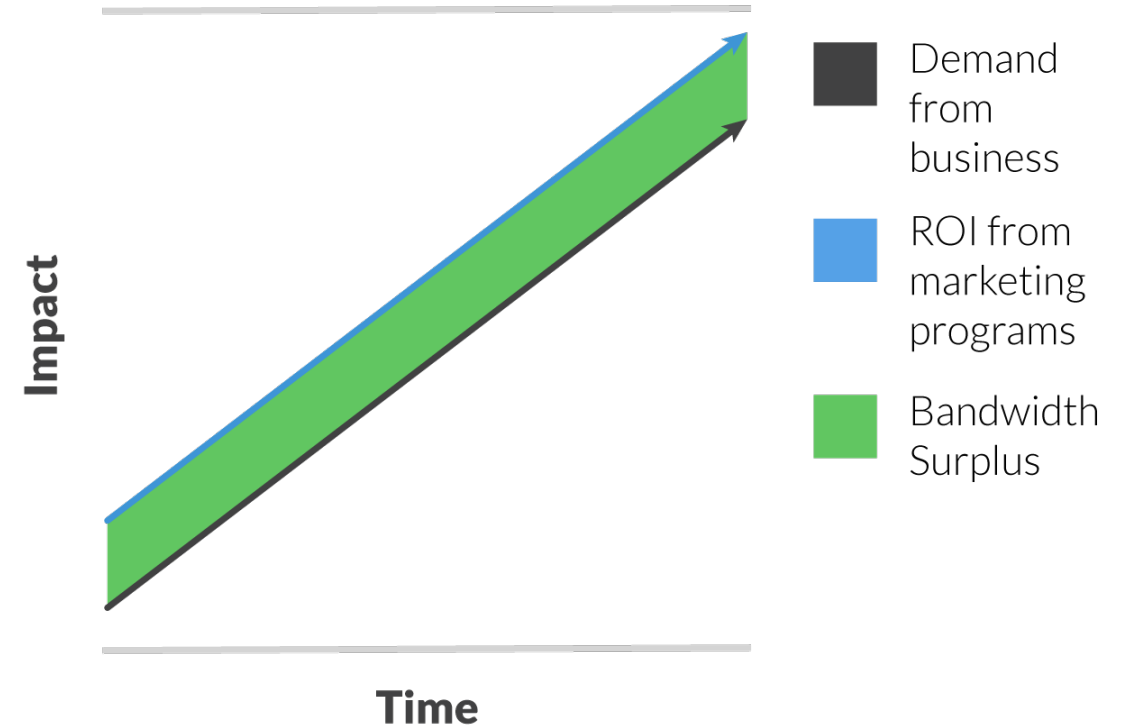
All Channels

Use ABM

Run events

Create new content

All Demands

Build more pipeline

Increase quality of SQLs

Decrease cost per lead

Bandwidth Surplus:

Impact (y-axis), Time (x-axis)

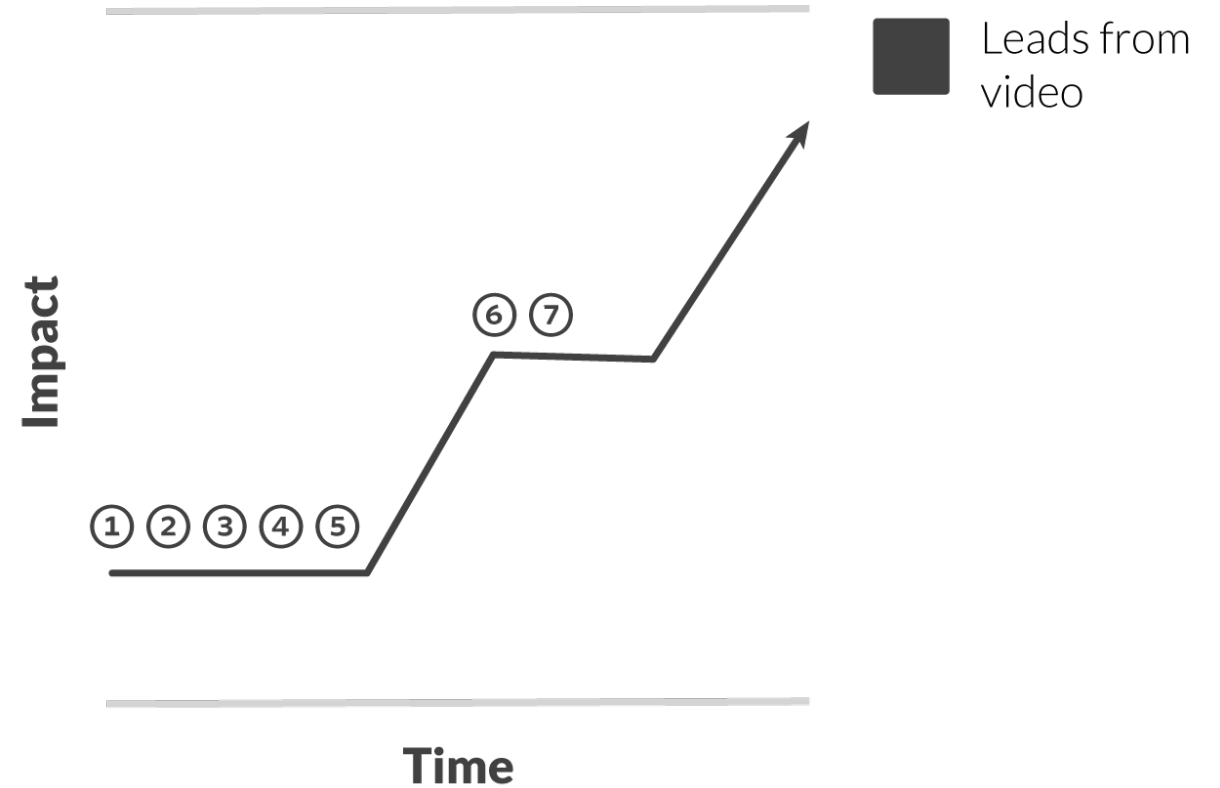Demand from business

ROI from marketing programs

Bandwidth Surplus

How Vidyard works

1. Video goals are decided on

2. A video is created

3. The video is optimized

4. The video is published and shared

5. Your audience watches the video

6. Your video is analyzed

7. **Repeat**

Increase in ROI over time:

Impact

Time

Leads from video

Continuous Improvement.

Each time through the cycle you learn,

improve, measure and grow,

improving

your results, expertise.

1. PLAN

2. CREATE CONTENT

3. OPTIMIZE CONTENT

4. PUBLISH & SHARE

5. INSIGHTS
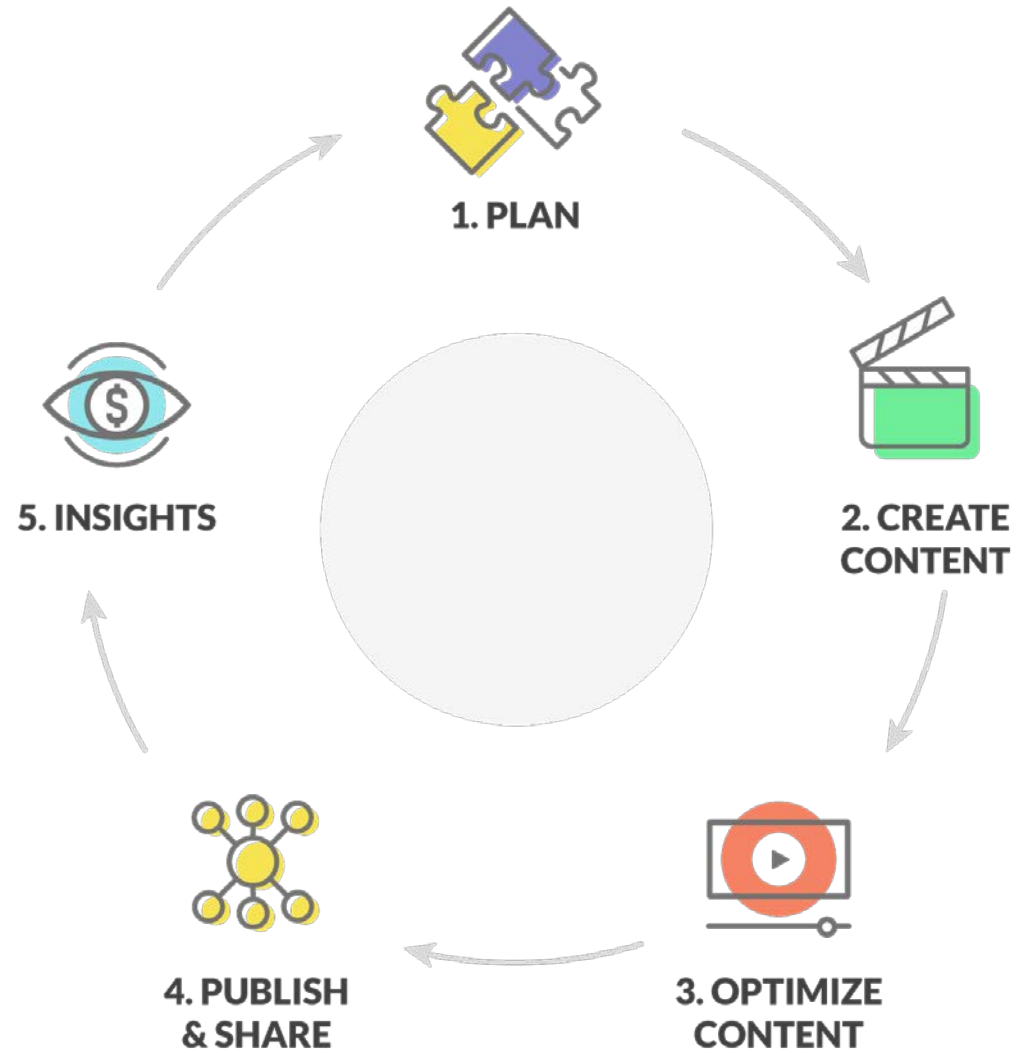
> " We can show that 10% of all opportunities came from video campaigns."

Travis Bickham
Head of Enterprise Marketing
Tradeshift

TRADESHIFT®

Transforming Performance with Video and Vidyard

- Linking video analytics on viewers to MAP and CRM
- Seeing the impact of video in the buyer journey
- Cost per opportunity = less than the cost per lead

Vidyard Personalized Video

4x higher click throughs.

80% longer engagement.

∞ happier customers.

- Personalized videos for each individual viewer
- Add details like name, email, company and more.
- Build into email, ABM or inbound marketing campaigns
- Flexible deployment options from batch and send to real-time

Vidyard Live Streaming

Reach and grow your audience.

Secure your live content.

Extend the impact of live events.

- Stream to mobile and desktop devices
- Content immediately available after live event
- Unlimited streaming events, viewers and storage
- Monitor audience engagement with video analytics

GROUP DISCUSSION:
1ST Meeting Sales Pitch Effectiveness

80% of deals are won or lost in the 1st meeting

GROUP DISCUSSION:
1ST Meeting Sales Pitch Effectiveness

SALES & MARKETING ROUNDTABLE

edisonpartners

2 With whom is your 1st sales call?

Executive
Budget Holder
Practitioner

edisonpartners

SALES & MARKETING ROUNDTABLE

5 Champion tool?

edisonpartners

On average, 6.8 people are involved in a B2B sales process

① How do you get more stakeholders involved?

edisonpartners

SALES & MARKETING ROUNDTABLE

(2) Demo

edisonpartners

SALES & MARKETING ROUNDTABLE

edisonpartners

(3) Trials?

edisonpartners

SALES & MARKETING ROUNDTABLE

4 Value-Add Discovery?

edisonpartners

ITEMMASTER® Data Quality Assessment

- Used with enterprise-level accounts, ecommerce and Chief Growth / Content Officer personas

- Advanced early in the Discovery stage of sales cycle; differentiation in competitive situations

- Examines suitability of Item Data for various operational and strategic purposes

- Helps identify "sources" or root causes of inadequate quality

- Provide scores and heatmaps to understand the data better
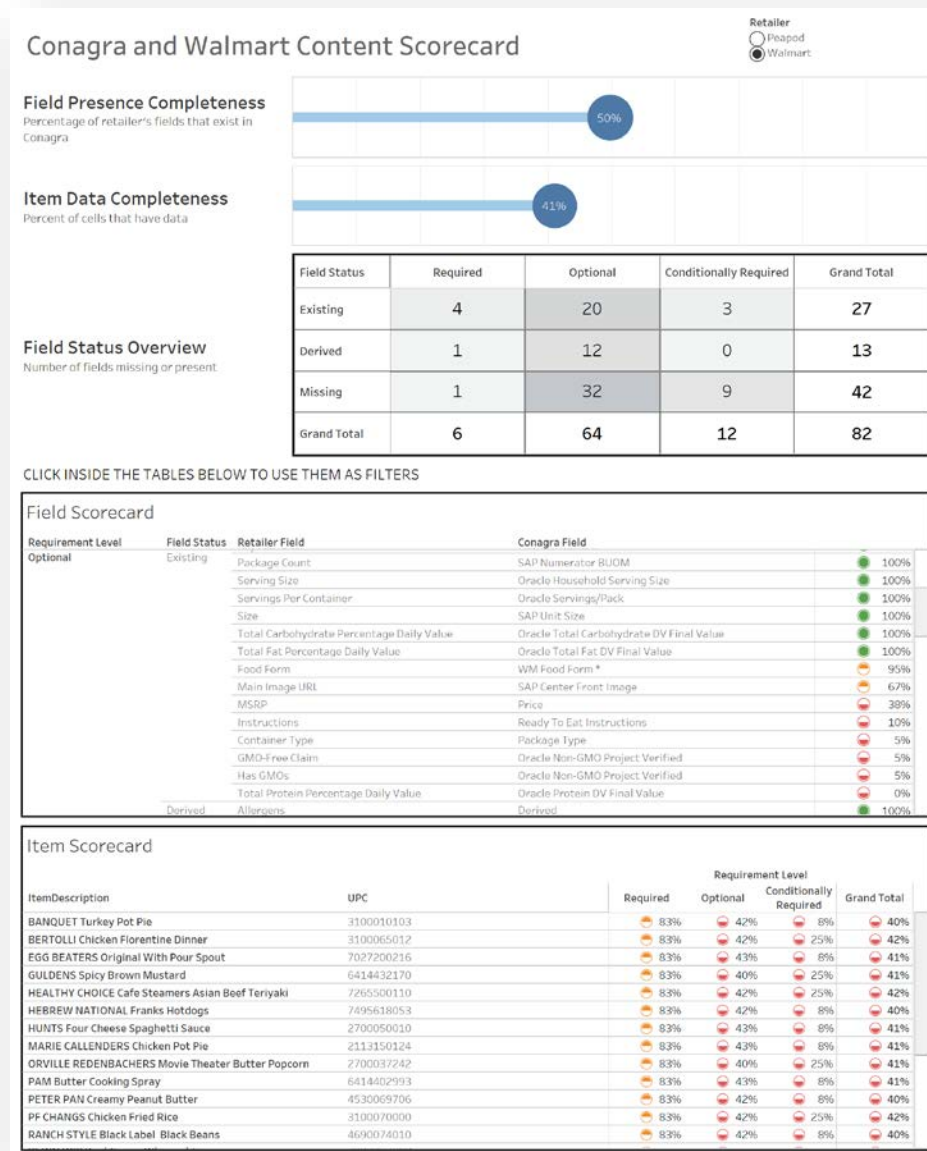
A/R Process Optimization Workshop

Buyer Stage 2: Needs Definition & Validation

Goals:

- Demonstrate consultative approach

- Understand current processes & identify gaps

- Collaborate on future state & recommendations
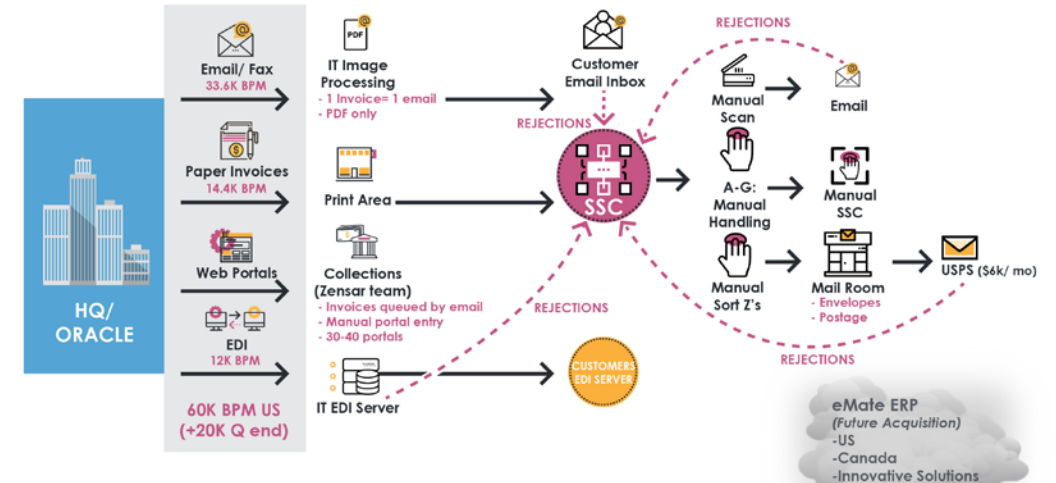
Stakeholders:

- Billtrust: Sales Rep, Solution Consultant

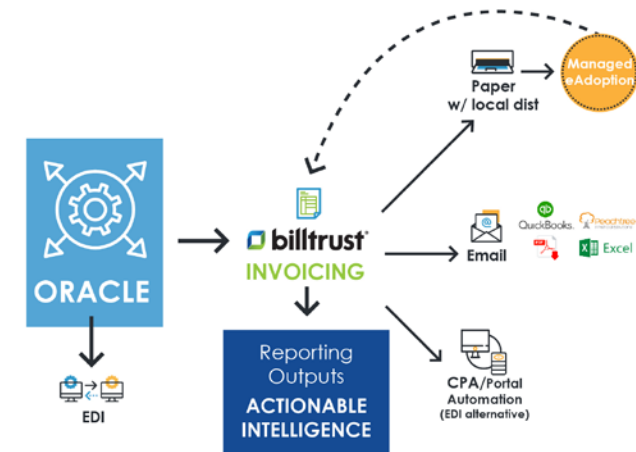- Prospect: A/R team (Credit, billing, cash app), A/P, IT, customer service, CFO

Avg Deal Size: +26.8% ARR

FLUKE CURRENT STATE INVOICING

FLUKE FUTURE STATE INVOICING

Business Discovery Workshops

> operative.

- Closed 80% of opportunities when workshop-driven discovery sessions took place

- Gave company *access* to data and information they wouldn't otherwise have

- Demonstrated expertise in solving problems vs. selling products

- Access to the buying decision team; helped determine "victims"

- Enabler of a compelling business case with true ROI