

EBOOK

# Predictive Analytics For Smarter Go-To-Market™

Predictive analytics on its own is a powerful tool. But what if you combined it with the right go-to-market strategy? The result would be a Smarter Go-To-Market™ that would transform your pipeline and revenue like never before.



**DEMANDBASE**

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# An Introduction to Predictive Analytics

It has always been said that history repeats itself. In the case of data scientists, they are elated that this adage is true because they get to build predictive models that anticipate buyer behavior based on historical data, and they get to be right a lot of the time.

## What is predictive analytics?

Predictive analytics takes a look back at data to look forward and facilitate informed decision-making processes. While companies had to rely on gut instincts for decades to plan their go-to-market strategies, today's sellers get to be ahead of the game and anticipate where the trends are headed, and what their potential customers want from them, when, and how.

### **Why read this now?**

**This eBook (and its companion guide [The Ultimate Guide To Using Demandbase Predictive Models](#)) was put together to show you how impactful predictive analytics can be to your business. Also, learn how you can harness the combination of data with predictive models for a Smarter GTMTM, and why we're breaking away from the crowd and telling you to play with F.I.R.E.**

# Thrive in the Era of the Digital Buyer

The need to meet customer expectations, optimize processes, and increase security are all contributing factors to the global projection from **MarketsandMarkets™** that the predictive analytics market size will grow from USD 10.5 billion in 2021 to USD 28.1 billion by 2026. This is a clear indicator of the value of predictive analytics as a means of predicting the impact of future events, proving it's a smart investment for businesses.

What's more, digital transformation is accelerating faster than ever. A recent survey by **McKinsey & Company** found that COVID-19 alone has sped up the technology transformation by six to 10 years on a global scale, and it has also accelerated the digitization of customer interactions by several years.

## What does this mean for B2B?

Businesses that can pivot their operations on a dime — especially in unprecedented times — and have tools like predictive analytics at their disposal will be the ones who thrive in the uncertain new normal.

**The need to invest in technology is clear now more than ever.**

### **“Twenty orchestrated plays for the win!**

Similar to how Netflix predicts which movies you'll like based on the ones you have watched, predictive analytics chooses the companies most likely to buy by analyzing the behavior of accounts who have already bought (or have become opportunities).

**Predictive models don't fall back on** predetermined biases or behaviors. They simply analyze and process the data, building a model around the characteristics that best correlate with the desired output.”

**-Jon Miller, CMO**

Read more of Jon's takes on predictive analytics in [Unspam Your Brand](#).

# So Who Cares About Predictive Analytics?

Predictive analytics has the power to provide insights into a myriad of go-to-market challenges, especially within the B2B realm.

**Some of the more common uses of predictive analytics include:**

- Prioritizing prospecting efforts
- Identifying next-best actions
- Customer forecasting
- Marketing trend insights
- Sales cycle acceleration
- Event engagement
- Digital conversions
- Account planning
- Persona engagement
- Improved enablement

## But wait, how does predictive analysis help me?

Like the name implies, predictive uses machine learning to help teams anticipate, plan, and select better accounts.

### 1. Customer Operations

**Anticipate account movement**

**Use it to hit your goals:**  
Raise account spend, resource effectively, help post-sale teams prepare, improve client retention, increase LTV

“We know which high-value accounts are high-risk at least a quarter out.”

### 2. Marketing Operations

**Prioritize in-market accounts**

**Use it to hit your goals:**  
Benchmark account fitness, improve account scores, identify new markets, anticipate market trends



### 3. Sales Operations

**Help reps find and close more deals**

**Use it to hit your goals:**  
Prioritize top accounts, assess pipeline risk, identify key influencers, educate sellers on new markets

“Detailed predictive score help our sellers anticipate needs and roadblocks.”

### 4. Demand Gen. and Field Marketing

**Drive more attributable revenue**

**Use it to hit your goals:**  
Launch more targeted virtual events, increase registrations, understand account interests



### 5. Digital and Web Marketing

**Improve conversions**

**Use it to hit your goals:**  
Execute more targeted campaigns, increase ad spend efficiency, get more from personalization tools



### 6. Marketing (CMO)

**Maximize your market**

**Use it to hit your goals:**  
Improve account planning, create heatmaps, improve campaign execution, improve sales and marketing alignment

“Predictive is how our teams get into the right accounts early.”

### 7. Sales/ SDR Leader

**Help more reps hit their goals**

**Use it to hit your goals:**  
Identify high opportunity personas, view engagement, tailor messages, anticipate account movement.



### 8. Sales Enablement

**Improve learning outcomes**

**Use it to hit your goals:**  
Higher quality feedback, more objective measure.

“Knowing what accounts were actually high value helps us tailor trainings”

With predictive analytics, every line of business is primed for impact.

# Short takes

**From Chris Penn, co-founder of Trust Insights and PodCamp**

“A few months back, we invited data and analytics expert Chris Penn to discuss how marketers are gearing up to face increasingly complex challenges in today’s data-rich landscape. In [his article](#), Chris shared a number of insights regarding the basics of predictive analytics as a means for qualification and forecasting processes, while also providing some great examples on the factors that affect analytics, such as cyclicity and seasonality.

*Within his analysis, he shared the following takeaway:*

“As we expand the role of marketing technology throughout the customer journey, predictive analytics becomes even more important. When companies pivot from account-based marketing (ABM) to account-based experience (ABX), predictive analytics goes with the territory. Instead of simply doing lead scoring, we use the same scoring algorithms and models to predict customer churn, upsell opportunities, or candidate customers for customer advocacy and evangelism.”



# Ok, now how do you find accounts? Not with gut feelings or hunches (we hope)

Any interaction that's not guided by data is spam.

With the right data, algorithms, and predictive models, you will zero in on the accounts that check all the boxes of your ideal customer. So your teams can focus on the accounts that matter most.

The key to selecting the right accounts lies in the combination of playing with F.I.R.E. together with predictive models. At a high-level:



We learned about F.I.R.E. from [Unspam Your Brand](#) and it's a good idea to reference it often when putting together your GTM. Let's do that together.

# We DID Start the F.I.R.E.

The F.I.R.E. acronym — Fit, Intent, Relationship, Engagement — is the perfect visualization of how predictive analytics plays into the go-to-market strategy.

## F.I.R.E. helps companies focus on the right accounts at the right time:

- **Fit** is knowing who to look for, determining your ideal customer profile using data like firmographics and technographics.
- **Intent** data indicates an account’s current level of interest. It uses artificial intelligence to track online activity and uncover the topics that companies are actively consuming across the web.
- **Relationship** helps you understand where your key accounts are in their buying journey (by providing context and history into the account, who knows who, etc.), so you can continue to nurture that.
- **Engagement** — or how interested an account is in your company — is gauged by tracking the interactions the account exhibits across multiple channels.

**This is a match made in predictive analytics heaven.** The best part? We have a super handy chart to help you remember the keys to playing with F.I.R.E. right away.

CRITERIA	CORE QUESTION	KEY ACTIVITY	DATA
<u>F</u> it	Are we interested in this account? How closely does it match accounts where we’ve easily created significant revenue?	Define an ideal customer profile (ICP) and prioritize accounts by its qualification score.	Firmographics Technographics
<u>I</u> ntent	Are they showing interest in our category or our competitors? Is their interest trending up?	Identify what topics companies are actively consuming across the web and when interest in a topic surges.	Baseline intent Trending intent
<u>R</u> elationship	What’s our existing relationship with this account?	Track whether AEs and SDRs are already reaching out to an account and whether there were previous meetings or opportunities. Know if another division is a customer, or if they’ve purchased a competitor.	Emails Meetings Opportunities Technographics LinkedIn
<u>E</u> ngagement	How engaged is our company with this account right now?	Monitor which accounts (and personas) visit your website, download your content, attend your events, and so on.	Account activity Engagement minutes

By combining each of these tasty ingredients together into a predictive model, you get a killer recipe for finding the best accounts that are in-market and ready to engage with you.



# Time to Cut Through the Noise

When you deploy one or more predictive models at once, you'll be able to:

- Determine which accounts will likely turn into an opportunity
- Identify the accounts that fit your ideal customer profile (ICP)

Simply put, they surface the best possible prospects so you can prioritize and scale your sales and marketing efforts. No more wasted time or resources on uninterested (or simply not ready) accounts.

Experiencing a properly set-up and well-trained predictive model in action will have you wonder how you ever went to market without one.



# Double Down on Data

You could have the best algorithm in place, but if the data you're accessing is not high-fidelity, your insights won't stand a chance. As our CMO Jon Miller said in [this thought piece](#), "The best software solutions run on the best data. The best AI runs on the best data. And, it turns out, the best go-to-market strategies run on the best data."

Predictive analytics isn't a hunch, it's a science. The hunch-junkies have led marketing for too long. It's time for real insights based on data.

## How good is your data?

### Make sure your data is:

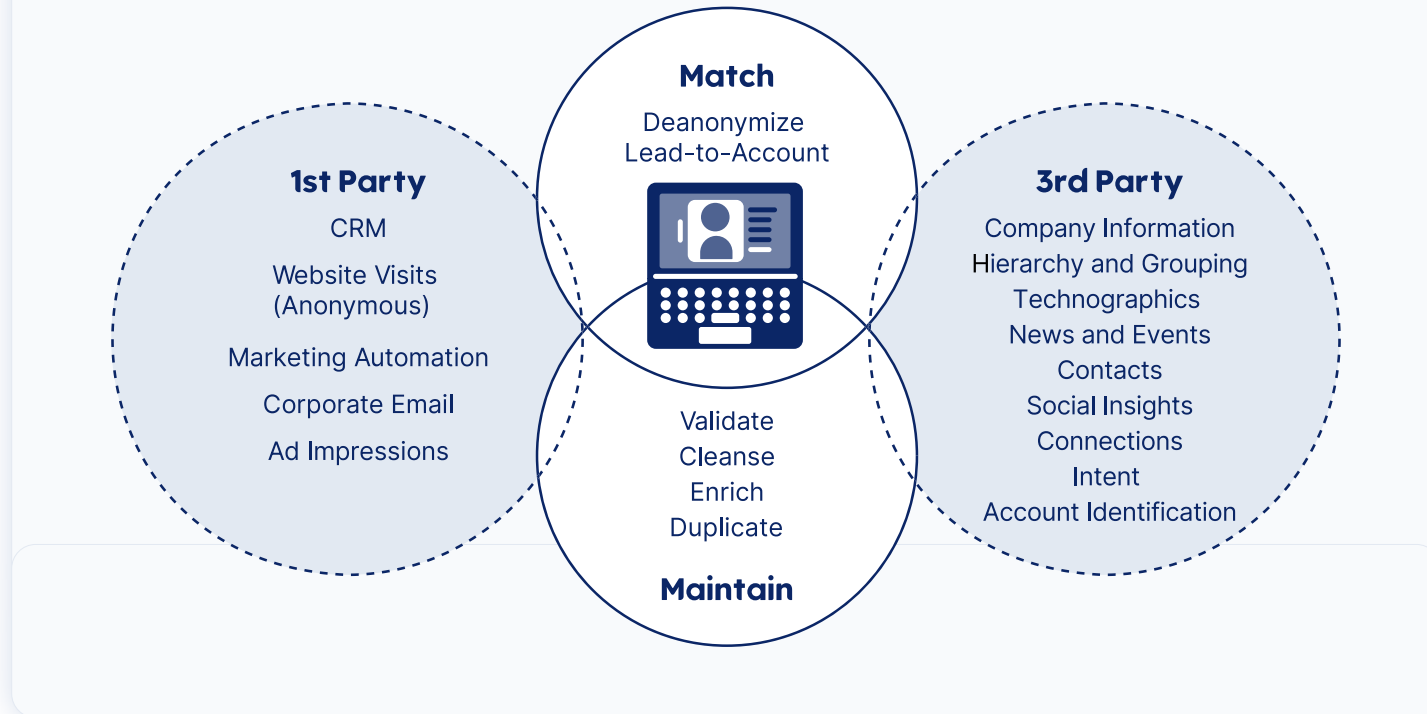
- **Multi-sourced:** We gather tens of thousands of data points from leading vendors, as well as public data, news, and social networks.
- **Validated:** We use machine learning, text analysis, and artificial intelligence across multiple sources, account-based platforms to determine the usefulness and validity of our data.
- **Relevant:** We focus on the company data that matters most in B<sup>2</sup>B commerce, which also includes B<sup>2</sup>B contact data on key decision-makers and influencers in the buying process.

With data-driven insights, you can leave the hunches to the past.

Investing in innovation is a must, but in order for the technology to have a positive ROI, the data you plug into it needs to be accurate and useful.

# It's a Date with Data

Now that you know the best practices for data sources, let's take a look at what you can make of it.



When you bring together your first-party data together with best-in-market ethically sourced third-party data, you have access to what we call Account Intelligence. This powers your go-to-market strategy so that you can spot opportunities earlier, engage them and progress those deals faster, and drive growth further.

This is barely scratching the surface, though. We wrote an [entire eBook](#) dedicated to the impact of Account Intelligence, and it's definitely worth your time.

# Building Your Models Quickly

The [companion guide playbook](#) to this eBook does a deep dive into Demandbase predictive models, the information they help you leverage, and how to set them up to get the best results. Before you head over to the playbook, we want to talk about one more factor that goes into play with predictive analytics.

## Let's talk about Feature Selection.

In short, feature selection is a process by which the model narrows down which input attributes you'd like your predictive model to focus on. Some examples may include website traffic, intent, campaign responses, country where the company is headquartered, revenue range, etc.

## Why focus on feature selection?

For starters, not all predictive models are trained the same way. The traditional (older) approach uses expensive data scientists to tune this manually, which means more time and resources.

A better, more modern approach is to use AI to pick input features, making it simple, user-friendly, and automated. This approach allows us to create and train new models faster and cheaper. Your operations and finance departments will thank you.

### The benefits are plenty, but just to name a few:

- The model training (and re-training) happens faster (ours take roughly <sup>24</sup> hours)
- It allows you to have more models (e.g. by business unit) without paying more
- It improves the accuracy of the outcomes by reducing noise
- It yields more relevant results by proxy of focusing on the data you deemed most important

This is a lot of technical information, but the bottom line is this: **models aren't static** — they must be recalculated frequently. This means that you can (and should) use automated feature selection to your advantage, so that the model truly focuses only on what really matters to you.

**Now that you have the basics of predictive modeling down, you will be able to ask the right questions when shopping for predictive analytics tools.**

# Pedal to the Predictive Metal

Now with all of this information in your hands, what's your next move?  
A Smarter Go-To-Market™ that is F.I.R.E.d up?

**We thought so.**

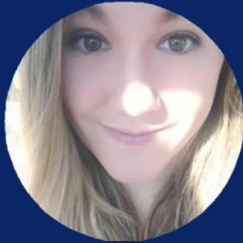
If you'd like to see Demandbase predictive models in action (along with the customization you can achieve with them), [check out this playbook](#).

And because we like to do things a little differently around here, how about a taste of some of the key insights you will find on our predictive models companion guide? Check out the last page of this ebook.



# A Preview of The Ultimate Guide To Using Demandbase Predictive Models

Predictive analytics in action

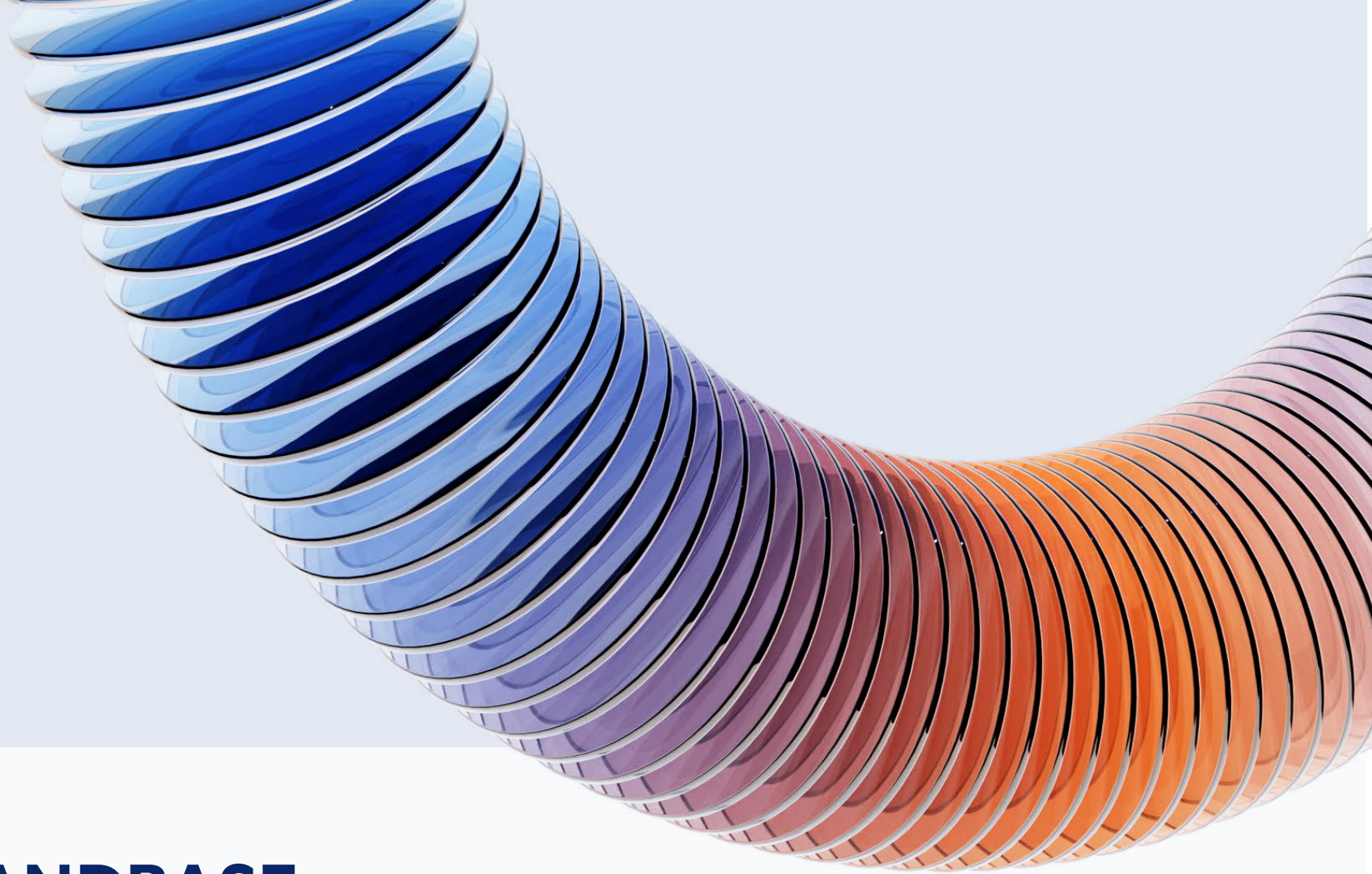


**Alli McManus, Sales Development Manager,** shares her personal experience with Pipeline Predict and Qualification Score as the ultimate accelerator for tiering accounts.



**Stone Schiowitz, Sales Development Representative,** was able to hit quota in just two days using Pipeline Predict, which he calls his “golden compass.”





# DEMANDBASE

Demandbase is the leading account-based GTM platform for B2B enterprises to identify and target the right customers, at the right time, with the right message. With a unified view of intent data, AI-powered insights, and prescriptive actions, go-to-market teams can seamlessly align and execute with confidence. Thousands of businesses depend on Demandbase to maximize revenue, minimize waste, and consolidate their data and technology stacks - all in one platform.

For more information about how Demandbase can help you scale your GTM strategy, visit [www.demandbase.com](https://www.demandbase.com).

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