# Insight Engine™
Intent to Purchase Score

Insight Engine™:Intent to Purchase Score aggregates B2B content consumption data, collected weekly from over 4 billion web interactions across 2 Billion companies worldwide, and generates market trend insights and associates them with new or existing sales pipeline opportunities.

This intent data when associated with pipeline opportunities stored in SalesForce generates insights into the client's propensity to purchase a particular product or service, helping the sales team makes effective account strategies.
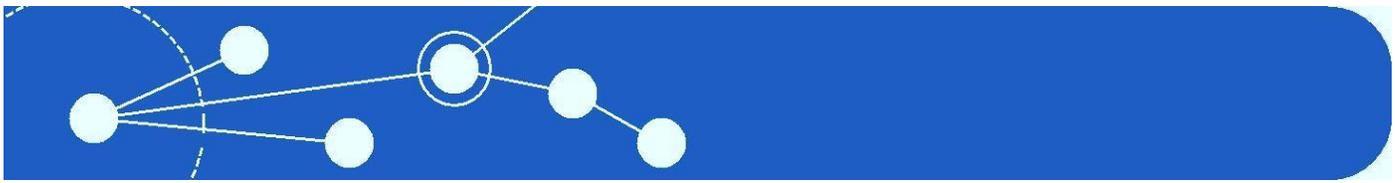
The Challenge

Sales Leaders are often faced with the following challenges:

➢ Blasting out marketing messages that are not targeted to the optimal purchase intention signals that your reps never tell you about
➢ Knowing what your prospects are researching and how close they are to making a purchase consideration
➢ Understanding the value of your lead sources or marketing campaigns in relationship to successful closed sales outcomes
➢ Knowing which documents your customers are reviewing that you send them and more importantly who they are sending them to at critical sales engagement steps
➢ Knowing accurately the decision makers in your accounts, so you are not chasing the wrong people with no authority, wasting precious time from focusing on better cycles.

The Solution

If your sales timing, account contacts and information sharing are not aligned with these important indicators, it's time to take a closer look at The Insight Engine ™ Intent To Purchase Score.

Intent to Purchase Data Sources

The Intent to Purchase Score (IPS) tracks over 2,500 granular B2B topics across a diverse set of user actions on-line. It also aggregates information from 60+ product and service segments.

The resultant insights provide you with a holistic view of the potential buyer behavior across their on-line behavior that offers insight into your prospect's position along the purchase process path.
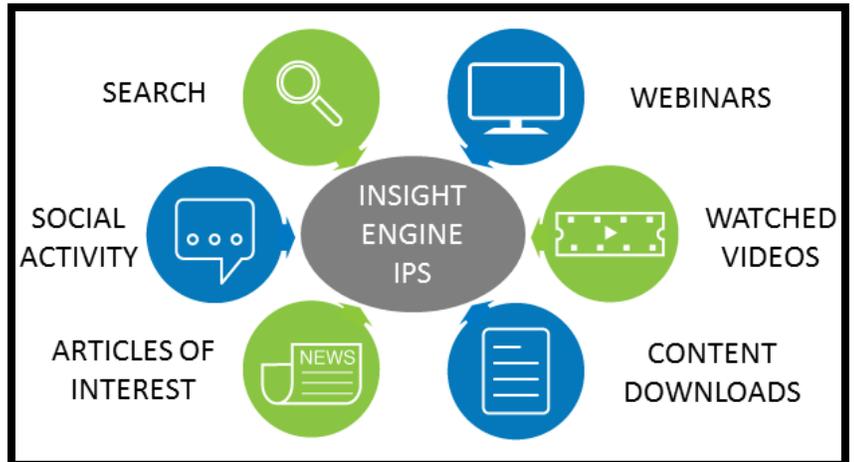
Benefits

➢ Use external market data insights to identify new sales prospects and uncover coverage opportunities (upsell/cross-sell)

➢ Guides your sales professionals to focus sales regions and products with the highest customer interest score.

➢ Improves ability of lead prospecting by identifying regional gaps.

➢ Enables you to focus your resources on the best sales opportunities, with insight on demands.

➢ Reduces your cost of sales and improves resource utilization.

➢ Improves sales coverage by providing insights to focus on regions, cities and demonstrating relevance to products being sold by your organization.

"SalesChoice's Predictions Insight Engine™ has increased my sales profitability significantly by focusing my sales professionals on winning pathways."

Dinesh Kandanchatha, Managing Director, Macadamian Technologies

ISV **PARTNER**

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