

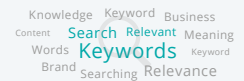
Built on the 6sense® Predictive Intelligence Platform, SearchSense identifies accounts that are researching B2B companies' key search terms.

These insights are used to uncover both known accounts and net-new accounts that may be demonstrating intent for considered purchase products and services. This can include tracking of product search terms, keywords around specific pain points, and keywords suggesting competitive research.

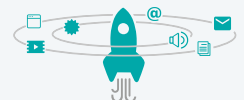
After a company provides a list of keywords, SearchSense starts to capture research activity and provide value within a matter of days.



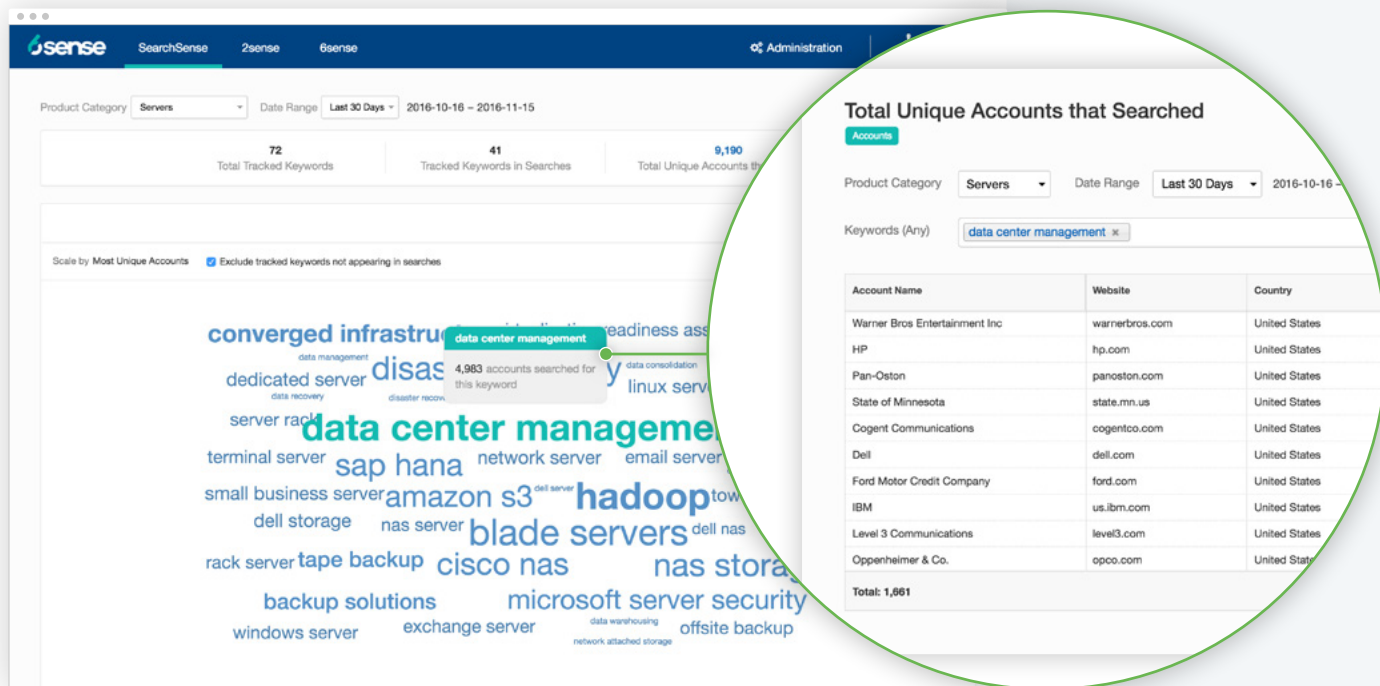
Uncover which companies are researching your keywords



See company activity by keyword



Activate account-based marketing



How SearchSense Works

1. Customer provides 6sense with specific keywords to be tracked for a specific product category.
2. 6sense collects this search activity based on site search and search engine inferred search via our exclusive 6sense Data Network.
3. Using 6sense's own anonymous-to-known techniques, search activity for the curated keywords is tied to specific companies where a match can be established.
4. This data is made available to the customer via the SearchSense web-based application on the 6sense Predictive Intelligence Platform.
5. Account lists can be created using SearchSense data, and activated in various account-based marketing (ABM) programs, or in other sales and marketing campaigns.

Use Cases:

ABM MEDIA EXECUTION: Create and programmatically activate target account lists for advertising campaigns based on accounts showing relevant search-based intent.

EXAMPLE: Use within data management platforms (DMPs) to create segments for programmatic display advertising.

ABM LEAD GENERATION: Drive demand generation activity using account lists for campaigns based on revealing companies searching online.

EXAMPLE: Use within a third-party lead generation service to execute a competitive conquest campaign based on competitive search activity.

SALES INSIGHTS: Arm sales teams with insights into key searches performed by known and net-new accounts.

EXAMPLE: Prioritizing outbound prospecting efforts to a list of accounts searching for specific product search terms.

CAMPAIGN CONTACT LIST GENERATION: Find new contacts from your data providers for campaigns targeted at accounts showing relevant search signals.

EXAMPLE: Load accounts into a contact discovery platform where you can apply both search insights and person-level parameters like job role to find names delivered into your marketing automation platform and/or CRM.

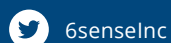
SearchSense includes:

- ✓ SearchSense Web-based Application
- ✓ Unlimited keyword report groupings and downloads
- ✓ Basic firmographics for identified companies including company name, website, country, industry, employee range, and revenue range

Integrated Partners:



47 Lusk Street
San Francisco, CA 94107
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ABOUT 6SENSE

6sense's mission is to empower marketing and sales teams with 100 percent visibility into buyers; who they are, needs and timing. 6sense provides marketers with omni-channel connectivity and visibility from brand to demand to revenue. 6sense predictions power all downstream sales and marketing systems with intelligence on who is in market to buy, what products, when they will buy and where they are in the buyer's journey. 6sense enables intelligent growth resulting in new pipeline, higher marketing to sales conversions, larger opportunity size and increased sales productivity and effectiveness with teams focusing on the right "in-market" buyers with a need now.