

# The Total Economic Impact™ Of 6sense

Cost Savings and Business Benefits Enabled by 6sense's Predictive Intelligence Platform



EXECUTIVE SUMMARY  
OF A RECENT STUDY BY:

FORRESTER®

6sense drives incremental revenue by identifying accounts that are in the market for a solution. Leads from these accounts convert at higher rates throughout the entire sales cycle. Interviewees saw:

- Marketing qualified leads (MQLs) convert to opportunities at a 75% higher rate
- Opportunities convert to closed business at a 40% higher rate
- Contract values 50% higher than historical average

**TO HELP ORGANIZATIONS** better understand and quantify the benefits of implementing the 6sense predictive intelligence platform, Forrester Consulting was commissioned to conduct an independent Total Economic Impact™ (TEI) study. The study provides both a framework to evaluate the potential financial impact of 6sense solutions and advice on how to leverage these offerings to win, serve, and retain customers.

Forrester interviewed multiple 6sense customers directly, over several weeks, to build a financial model for a composite organization, based on aggregate findings. The composite organization generated an ROI of 405%, a 75% increase in MQL to opportunity conversion rates, a 50% increase in contract values and 40% increase in closed-won business.

TABLE 1

ROI	MQL-to-Opportunity conversion rate	Increase in Contract Values	Opp to Closed-Biz Conversion Rate
405%	↑ 75%	↑ 50%	↑ 40%

Source: The Total Economic Impact of 6sense, a commissioned study conducted by Forrester Consulting on behalf of 6sense, February 2017.

**PRIOR TO LAUNCHING 6SENSE**, interviewees oversaw robust demand-generation marketing programs but were looking to improve the returns on their marketing investments. Each interviewed organization used 6sense in marketing use cases to identify net-new, qualified leads at in-market accounts; prioritize inbound leads; and target media campaigns to in-market accounts.

With 6sense, these marketing leaders improved conversion rates across the entire lead-to-revenue cycle, increased average deal sizes, and generated incremental revenue, all while reducing the cost of sales and increasing efficiency. In the future, those interviewed plan to expand their use cases to account-based lead generation with publishers.

### The Forrester interviews with 6sense customers revealed that:

- > Prior to 6sense, customers were looking for a solution that would deliver:
  - Higher qualified net-new leads and net-new pipeline
  - An improved return on marketing investment
- > The factors that drove their decisions to invest in 6sense included:
  - The quality of the data that 6sense collects and accesses to inform models and identify opportunities
  - The use of buyer intent signals in the 6sense model
  - A comprehensive security policy

*“The quantity and quality of the data was just the start. Their focus is on intent and truly predicting to an outcome. No one else does that.”*

— Marketing manager,  
hardware

*“The intent data really stands out to us. It allows us to be very aware of our customers’ buying stages so we can actually target appropriately. Our main focus leveraging that targeting is to really drive efficiency in the business.”*

— Marketing manager,  
hardware

### Benefits witnessed:

#### Incremental profit

- 6sense’s access to vast data sources and its predictive algorithms identified existing prospects that were currently in the market for solutions as well as net-new in-market accounts.
- Having the knowledge that these accounts are in the market for a solution, and where they are in their buying journey, allowed sales reps to focus their effort and approach each account with relevant content and messaging.
- Identified leads converted to sales opportunities and closed business at higher rates, with higher contract values, driving over \$4 million in incremental profit.

#### Reduced cost of sales

- One interviewee cited a reduction in the sales process from an average of 90 days down to 70 days. Sales reps also required 30% less effort when engaging with 6sense leads.
- Predictive solutions reduce wasted effort by taking unqualified prospects out of the funnel and focusing dollars and time on prospects who are more likely to become customers.
- The composite organization, leveraging 6sense’s predictions, ensured that its outbound media campaigns targeted in-market accounts primarily, and that sales reps focused on leads demonstrating purchase intentions.

## 6sense Predictive Intelligence Platform Overview:

6sense's mission is to provide leading companies with 100% visibility into buyers, enabling competitive dominance in their markets. 6sense is the central nervous system powering all marketing, sales, and business operations teams.

6sense predicts who will buy what products and when — and where they are in the buyer's journey. The company's predictive intelligence platform helps B2B marketing and sales leaders uncover net-new, in-market prospects based on powerful data science and billions of time-sensitive intent interactions.

### Disclosures:

- The study is commissioned by 6sense and delivered by the Forrester Consulting group.
- 6sense reviewed and provided feedback to Forrester but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the report to determine the appropriateness of engaging 6sense.



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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.