

## HOW 6SENSE DELIVERS

 **405%** ROI 

Over three years, 6sense generated a risk-adjusted Return on Investment (ROI) of 405%. This means customers saw a net benefit of more than \$4 for every \$1 of cost.

## What is the Total Economic Impact of 6sense?

To help businesses make better data-driven decisions, 6sense commissioned independent research firm Forrester Consulting to quantify the value of 6sense, highlighting the benefits of intent-based predictive intelligence.

## QUANTITATIVE BENEFITS:

**75%**

MQLs convert to opportunities at a 75% higher rate

**40%**

Opportunities convert to closed business at a 40% higher rate

**+50%**

Contracts valued 50% higher than average values

**30% less**

Leads require 30% less effort for sales reps

## QUALITATIVE BENEFITS:



Improve sales and marketing alignment



Reach prospective buyers early in the research cycle



Prioritize accounts, contacts and leads for activation



Improve performance of demand gen programs

## VOICE OF THE CUSTOMER:

"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."

"We use 6sense to identify net-new, qualified leads at in-market accounts; prioritize existing leads; and target media campaigns to in-market accounts"

"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."