

From Guesswork to Confidence:

a REVolutionary AI-Driven Approach
to Pipeline Management

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6sense



World's First B2B Marketing Email – May 1978



Gary Thuerk,
DEC Marketing Manager

The body of the message -- Date: 1 May 1978 1233-EDT

DIGITAL WILL BE GIVING A PRODUCT PRESENTATION OF THE NEWEST MEMBERS OF THE DECSYSTEM-20 FAMILY; THE DECSYSTEM-2020, 2020T, 2060, AND 2060T. THE DECSYSTEM-20 FAMILY OF COMPUTERS HAS EVOLVED FROM THE TENEX OPERATING SYSTEM AND THE DECSYSTEM-10 <PDP-10> COMPUTER ARCHITECTURE. BOTH THE DECSYSTEM-2060T AND 2020T OFFER FULL ARPANET SUPPORT UNDER THE TOPS-20 OPERATING SYSTEM.

THE DECSYSTEM-2060 IS AN UPWARD EXTENSION OF THE CURRENT DECSYSTEM 2040 AND 2050 FAMILY. THE DECSYSTEM-2020 IS A NEW LOW END MEMBER OF THE DECSYSTEM-20 FAMILY AND FULLY SOFTWARE COMPATIBLE WITH ALL OF THE OTHER DECSYSTEM-20 MODELS.

WE INVITE YOU TO COME SEE THE 2020 AND HEAR ABOUT THE DECSYSTEM-20 FAMILY AT THE TWO PRODUCT PRESENTATIONS WE WILL BE GIVING IN CALIFORNIA THIS MONTH. THE LOCATIONS WILL BE:

TUESDAY, MAY 9, 1978 - 2 PM
HYATT HOUSE (NEAR THE L.A. AIRPORT)
LOS ANGELES, CA

THURSDAY, MAY 11, 1978 - 2 PM
DUNFEY'S ROYAL COACH
SAN MATEO, CA
(4 MILES SOUTH OF S.F. AIRPORT AT BAYSHORE, RT 101 AND RT 92)

A 2020 WILL BE THERE FOR YOU TO VIEW. ALSO TERMINALS ON-LINE TO OTHER DECSYSTEM-20 SYSTEMS THROUGH THE ARPANET. IF YOU ARE UNABLE TO ATTEND, PLEASE FEEL FREE TO CONTACT THE NEAREST DEC OFFICE FOR MORE INFORMATION ABOUT THE EXCITING DECSYSTEM-20 FAMILY.

Sent to 400 recipients via ARPANET.
Generated \$13M in Sales!!

Marketing's
Ultimate Mandate:
Revenue

Pipeline Management - Today

Planning

Manual
Inefficient

Forecasting

Assumptions
Guesswork

Measurement

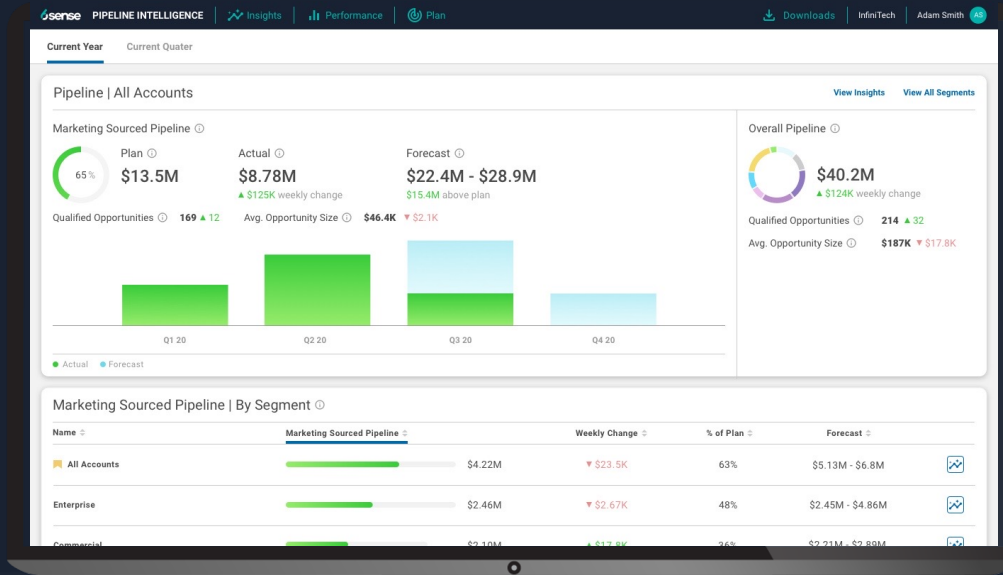
Not Real Time
Simplistic

Marketing ROI = Hard To Prove

Introducing 6sense Pipeline Intelligence

(aka Fortella on 6sense platform)

AI-based platform that reverse-engineers your funnel to create a repeatable blueprint for maximizing pipeline performance



6sense Pipeline Management



Planning

How much pipeline do we need to generate and by when?



Forecasting

Are we on track to meet our pipeline generation plan?



Insights

How are we performing by GTM segments, products, channels and campaigns?

Purpose-built for CMOs, marketing leaders and demand gen teams

6sense + Fortella = Most Complete RevTech Platform



Plan



Uncover



Prioritize



Engage



Measure

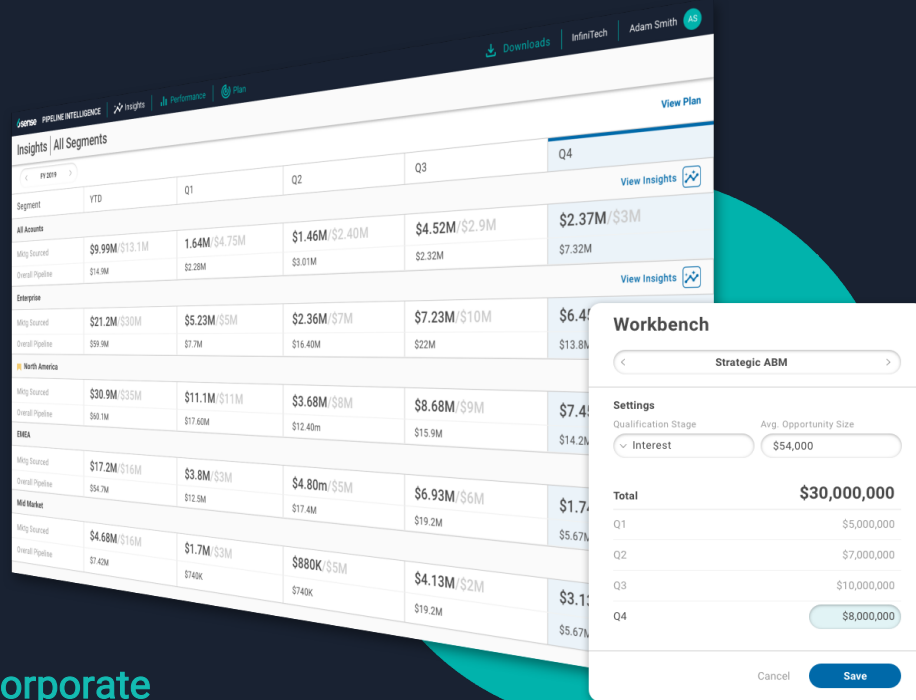


Forecast



Pipeline Planning

- Build accurate plans from bookings targets based on *actual* conversion rates, sales cycles and deal sizes
- Optimize pipeline needs across GTM segments
- Perform 'what-if' analysis for scenario planning

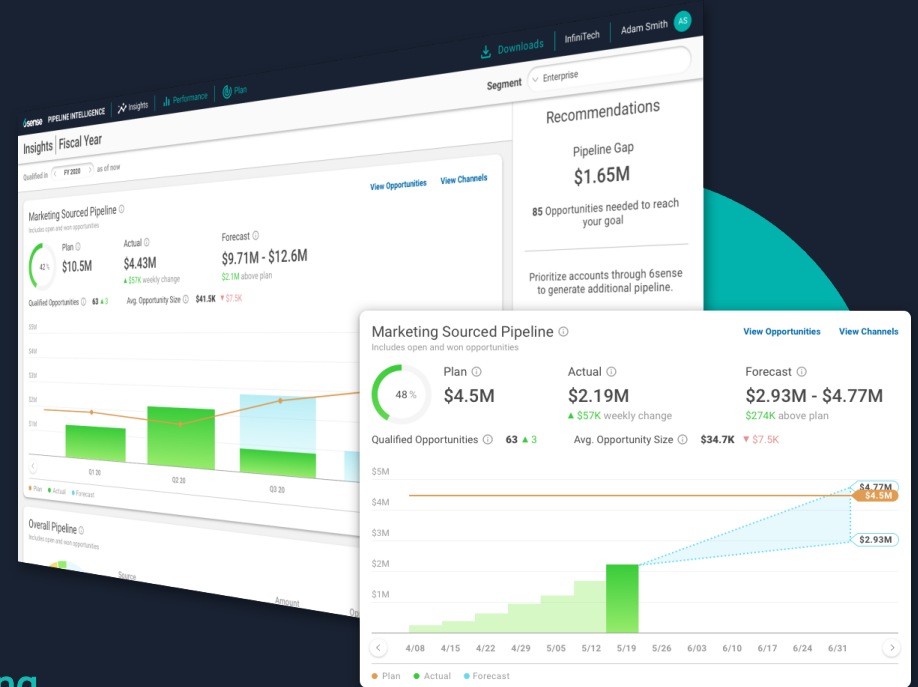


Benefits - Increased confidence in hitting corporate revenue goals. Reduced planning cycles.

Pipeline Forecasting

- Track pipeline forecasts based on AI models, real-time and historical performance
- Predict aggregate and channel-specific pipeline likely to be generated
- Eliminate pipeline surprises with always-on forecasting

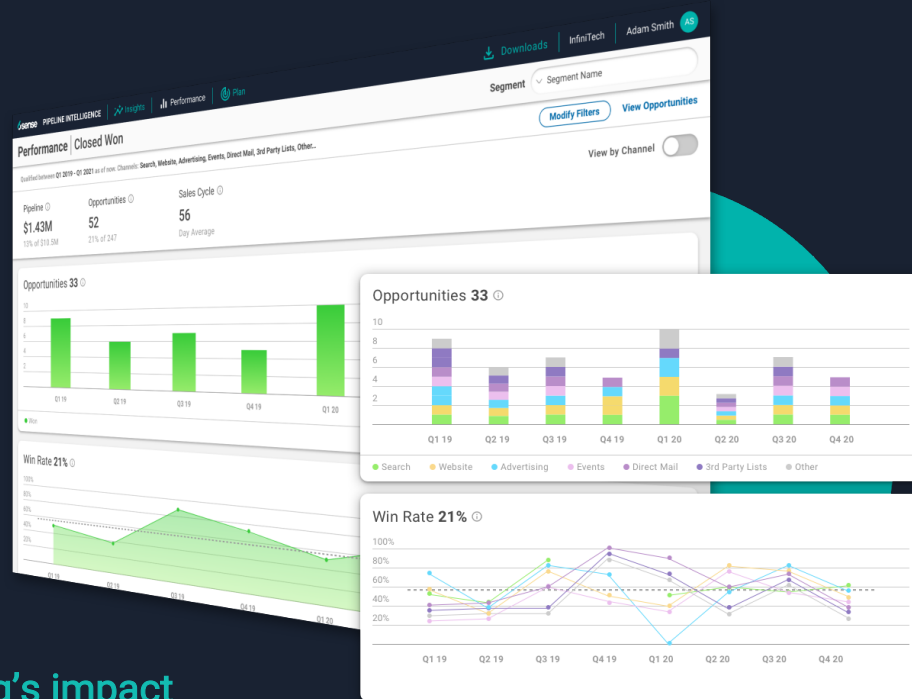
Benefits – Improve forecasting and reporting accuracy



Pipeline Insights

- Improve decision-making with critical pipeline KPIs at your fingertips
- Track pipeline performance by GTM segment, product, channel and campaign
- Adjust demand gen targets & tactics for addressing pipeline gaps while you have time

Benefits – Real-time visibility into marketing's impact on revenue. Improved ROI.



Trusted by C-Suite

"Fortella takes away the non-strategic, manual work we shouldn't be spending time on, and the insights help us make better decisions"

Nathan Burke, CMO



"We share Fortella reports with the whole company. It's a common language for growth, but with a marketing point-of-view."

Gregg Holzrichter, CMO



"Fortella helps us be more scientific in how we reach our pipeline goals."

Urvish Vashi, COO



Replacing Spreadsheets with Modern Pipeline Intelligence

Business Outcome

- Manage pipeline plans and forecasts across a matrix of products, geographies and segments with varying conversion rates, sales cycles, and deal sizes
- Quickly react to pipeline gaps caused by fast-changing markets and shifting performance metrics
- Replace errors, complexity, and inaccuracies of manual spreadsheets with real-time results and intelligent recommendations

“There’s no other tool that can do what Fortella can do. Not one.”



Venkat Nagaswamy

Global VP of Marketing

8x8

Select Beta
Customers

Add Logos of
Beta Customers

Summary



Shift from manual processes and guesswork to modern pipeline intelligence



Visit the Solutions Lounge to see a demo



Join the beta program - limited spots available



Voila!