

# What is Account Profiling?

**Account Profiling** is the systematic process to identify and prioritize the companies in your Extu campaign that are most likely to make a purchase. Using the aggregated activity of your individual subscribers, we are able to calculate a score for the account as a whole that indicates their sales readiness.

## Key benefits

### Save time & money

Sales teams can become much more efficient in their time allocation and effective in their messaging to help accelerate the decision-making process.

### Analyze and retain customers

You can apply Account Profiling to help preempt customer defection with corrective actions like special offers or uplift renewal with well-timed outreach.

### Informed, quality conversations

Because the focus is on buying groups that are likely to purchase, deals are often bigger and efforts pay off within shorter sales cycles.

## How does Account Profiling work?

Matching your individual subscriber leads, campaign engagement and reported sales data with their anonymous internet browse and search data, we calculate a score for the account using their unique subscriber domain.

Scores and results are updated in the Insights Hub daily while Intent Signals are refreshed weekly.

### Your Accounts

Customers and prospects on your subscriber list.



### Intent Data

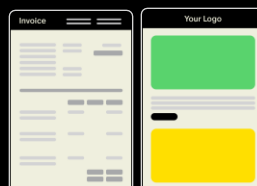
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Anonymous browse and search data collected from millions of websites.

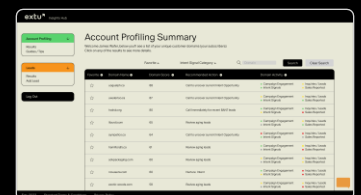


### Campaign Engagement

Campaign lead and sales history of your accounts.



### Matching Engine



### Insights Hub

A detailed list of your accounts with a calculated domain score and recommended actions.

Optimize sales activities by prioritizing accounts which are going to be most receptive.

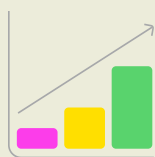
# How are categories weighted?

Account scores aggregate the activity of individuals with the same domain into a single domain level score between zero to 100. The higher the score, the greater likelihood of purchase.

Account activity is measured across four key categories: campaign engagements, leads, sales history, and intent signals. Each category contributes to the overall score differently with a higher emphasis towards potential sales generating activities, like leads and intent signals.

## Leads

50%

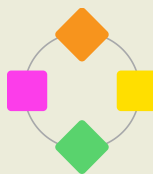


Leads and enquiries generated from your email campaigns are tracked here. Leads are scored based on their type and recency.

Leads represent the highest sales potential and often require timely follow up. Based on this importance, we've applied a max weighting of 50 depending on lead type and age.

## Engagement

15%



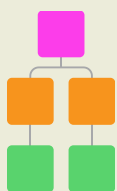
Aggregated subscriber activity from your monthly email campaigns helps to understand how engaged the customers are with your content and brand.

Campaign engagement, whilst not as important as leads, is very useful for understanding 'who' is reading your campaigns. We've applied a max weighting of 15 based on engagement type and age.

## Intent Signals

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25%

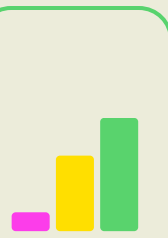


Using the 'digital footprints' your customers leave when searching and consuming content online (not just your website) we're able to determine a pattern of "Intent" to purchase.

Intent signals are not yet leads but they will provide insight into a possible selling opportunity. Based on their sales readiness, we've applied a max weighting of 25.

## Sales History

10%



Existing customers are likely easier to convert when compared to prospects. Using your reported sales history, we'll prioritize these opportunities first.

Having had previous sales with the account shows a likelihood to sell again. Based on this, we've applied a max weighting of 10.

# Recommended Actions

The Recommended Action is based on specific engagement within the four key categories and is determined based on a priority order.

Priority	Recommended Action	Summary
1	Call Immediately for recent BANT leads	BANT leads created in the last 30-Days, you should review these leads and make contact asap.
2	Call to uncover current Intent Opportunity	We've tracked a high level of intent to purchase, you should review the Intent Signals to uncover more.
3	Nurture recent leads	Leads created in the last 30-Days, you should review the leads and make contact asap.
4	Nurture Intent	We've tracked a medium level of intent to purchase, you should review their Intent Signals to uncover more.
5	Review aging leads	There are aging leads between 30-90 days, you should review these leads and follow-up as required.
6	Add/update subscribers	The last email campaign you sent to this domain was over 90 days ago. We recommend you update your subscribers for this domain. If your contacts are up to date, please speak to your Extu Account Manager to ensure that these subscribers are receiving your monthly email campaigns.
7	Monitor	Continue to monitor this domain for future recommendations.