

## CUSTOMER SPOTLIGHT

# Global software company uses Aible to prioritize marketing leads to improve win rates by focusing inside sales reps on the best sales opportunities in 19 days



### Company Profile

Leading global provider of software and solutions for project-based businesses

### Industry

Software

### Region

Global

### Challenge

The company was looking to identify patterns related to sales leads turning into sales opportunities. They wanted to figure out how to optimally allocate sales resources to profitably convert sales leads in their customer base to opportunities. They wanted to bring the marketing and IT teams together to solve a problem that otherwise would have taken months to coordinate.

### Solution

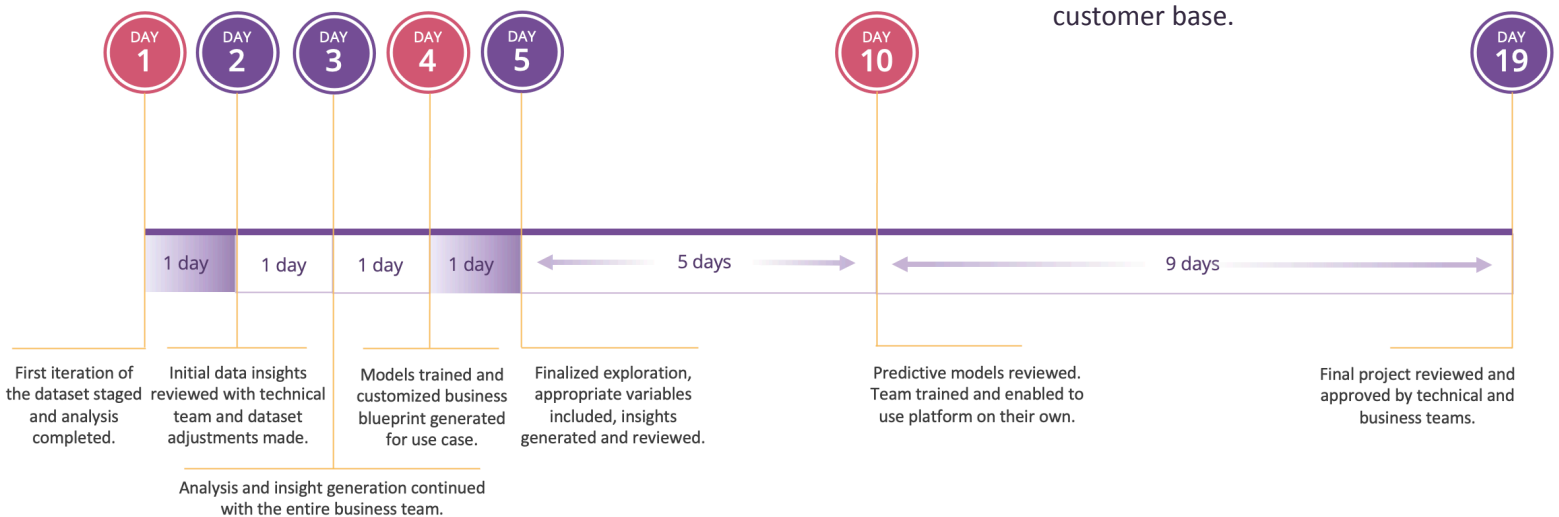
Aible delivered increased speed to insight tremendously by identifying patterns that otherwise would have been unknowable without the use of AI. Aible identified which leads were worth qualifying with the potential to convert to an opportunity.

### Use Case & Project Details

- **Use case analyzed:** Sales opportunity prioritization
- **Potential Project Results:** Increase in Sales Productivity
- **Time from data provision to project completion:** 19 days
- **Elapsed time from start of model training to completion of 415 models on serverless infrastructure:** Less than 45 minutes

### Outcome

Identified potential to drastically increase the speed to engage quality inbound leads by allocating more time for outbound activities. Potential is a boost in sales to customer base.



“ We were able to go from raw sales data straight from Salesforce to actionable insights to predictive models telling us which leads to prioritize - all within one hour. In these changing market conditions, speed to insight equals relevance. If analysis and model building takes months, you are working on stale insights. We were able to iterate in a matter of minutes to improve our insights from Aible. Aible's speed and ease of iteration is key to getting value out of your data.”

– Senior Director of Marketing