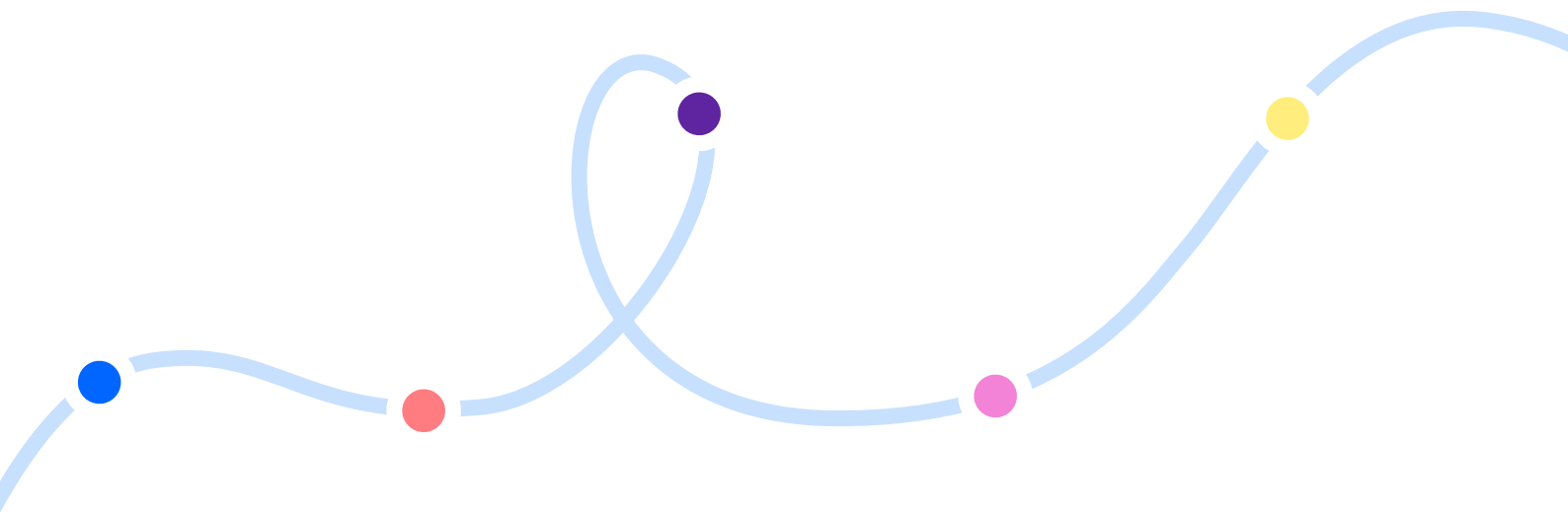


# Reachdesk

## **Better together:**

Driving pipeline with  
6sense and Reachdesk





**6sense** Revenue AI™ helps B2B organizations eliminate guesswork to proceed with confidence, putting the power of AI, big data, and machine learning behind every member of the revenue team.



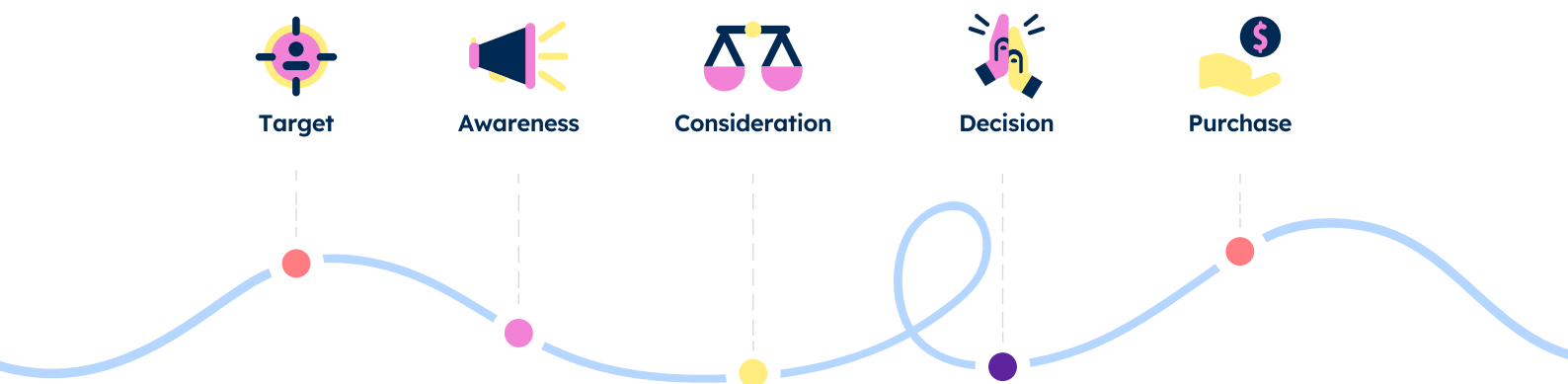
**Reachdesk** empowers B2B companies to deliver moments that matter at scale. We help businesses build deeper connections with prospects, customers, and employees through the #1 global gifting platform.

# Data to power every team

Ready to combine powerful data with highly personalized direct mail? In this guide, we'll look at how to merge 6sense and Reachdesk's lifecycles together, so you can light up the Dark Funnel with remarkable insights, triggered engagement, and pitch-perfect gifting.

Discover how demand generation, customer success, content, and sales teams are using 6sense data to map out which decision makers to connect with, where they are in their buyer journey, the right time to send a gift, and much more...

## The 6QA lifecycle



6sense has pioneered the 6QA (6sense Qualified Accounts) predictive score, which enables revenue teams to get on the same page about when in-market accounts are ready to convert to an opportunity.

6QAs convert to opportunities at a 75% higher rate, and into deals at a 40% higher rate, according to a [Forrester Research Total Economic Impact \(TEI\) Study](#).

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# Intent data

## For all intents and purposes...

6sense offers an array of solutions that support marketing and sales teams to create and convert high-quality pipeline into revenue.

But when it comes to combining 6sense's capabilities with direct mail, it's worth highlighting one of the platform's most valuable features: hidden buyer intent data AKA the [Dark Funnel](#).

6sense Intent Data delivers buyer intent signals from a proprietary intent network and other B2B sources, such as Bombora, G2, TrustRadius, and PeerSpot. All this data is displayed in one platform, so you understand at a glance what prospects are really interested in – and adjust your strategy accordingly.

Reachdesk is just one of the many companies worldwide using intent data to uncover hidden demand and identify accounts that are ready to buy.

## Why use intent data?

### 01 Uncover hidden opportunities

Proactively prospect into accounts that are showing intent to buy or actively researching competition for a big advantage.

### 02 Accelerate campaigns for marketing growth

Diagnose the most successful activities your team runs and double down on them to drive even more engagement.

### 03 Deliver personalization that feels personal

Use real-time information about your buyers to create hyper-personalized campaigns that speak directly to their experiences and needs.

Almost 50% of B2B leaders believe intent data is vital to a revenue strategy. [DemandScience](#)



## Demand generation & ABM

Our very own demand generation team at Reachdesk uses 6sense's Predictive Analytics tool to identify accounts and contacts that are most likely to buy.

The 6sense predictive AI model ingests historical opportunity data from our CRM to identify and build a new Ideal Customer Profile fit based on firmographic, demographic, and technographic data.

Buyer intent signals are continuously tracked for these ideal fit customers and factored into the predictive model to determine where accounts are in their

buying journey. This is displayed in one platform to help the team determine the most promising leads – as well as the optimal stage to reach out with a gift. This can accompany a relevant piece of collateral or perhaps attached to a webinar or event invitation.

The team can also see when a prospect is searching for competitors, and then actively target and engage them with their own campaigns. This integration has freed up our sales team to focus their time and attention on the most rewarding opportunities.



**We purchased 6sense with the intention of delivering ABM campaigns, but also supporting our sales team in a brand-new way. Not only are we preloading the pipeline for them, we're also educating them a lot more broadly.**

**Amber Bogie**  
Director of Demand Generation  
**Reachdesk**



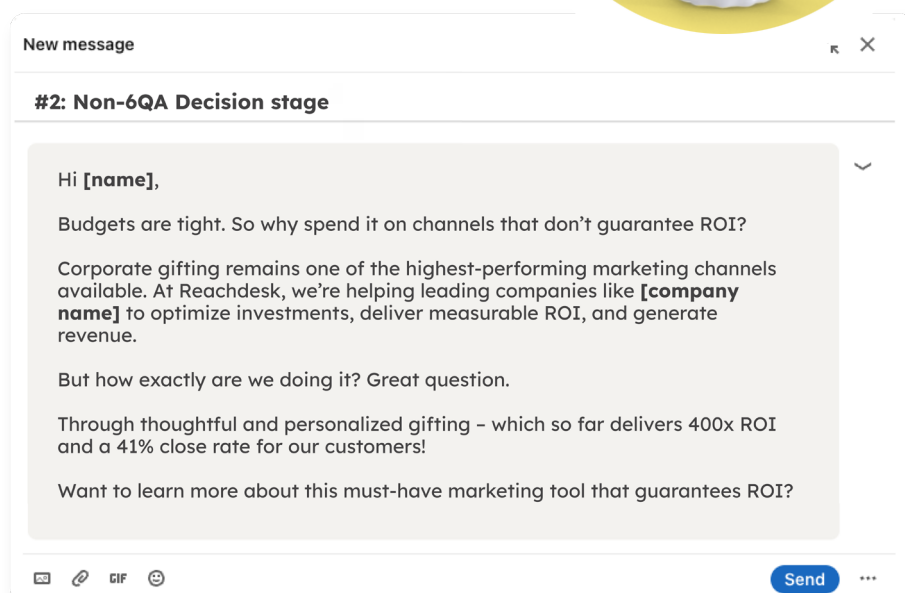
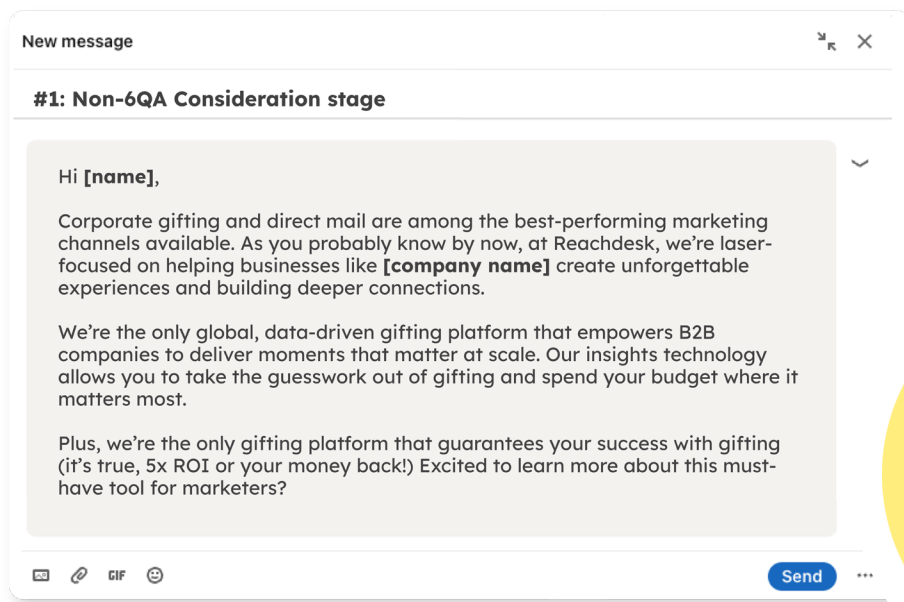
## Campaign inspiration

**Audience:** Bottom-of-funnel accounts/non-6QAs in either the Consideration or Decision stages.

**Goal:** Engaging prospects who are aware of our product and showcasing the benefits of direct mail first-hand.

**Gift:** Reachdesk-branded water bottle

**Strategy:** Prospects received a LinkedIn Message Ad from either our CRO, Demand Gen Director, or Business Development Director. They were invited to book a demo, read a customer success story, or experience gifting for themselves by claiming their water bottle via our landing page.



## Customer success

The Dark Funnel isn't just for prospects. 6sense can also highlight customer intent signals – including buyer readiness, behavioral, and psychographic signals – that hide in plain sight within your own martech systems. These sources can include:

- ✓ **Your company website**
- ✓ **Your Customer Relationship Management (CRM) system**
- ✓ **Your Marketing Automation Platform (MAP)**
- ✓ **Competitor and product research**
- ✓ **Sales conversation content**
- ✓ **Account health scores**

Customer success teams can use this data to detect when a customer's activity signals disengagement or potential upsell opportunities and take a proactive approach.

### Prevent churn

Discover when current customers are researching solutions from your competitors.

### Upsell

Identify when your current customers are looking for additional solutions that your company can offer.

### Cross-sell

Learn when another branch or department of your client company is researching a solution your company provides.

## Reach out at the right time

In any of the scenarios above, you can nurture your customer relationships by creating and sending branded swag using Reachdesk's Merchandise Builder.

Items like water bottles and hoodies let your customers know you're thinking of them, and can be used everyday – so you'll stay on their mind, too.

Plus, customer success teams can automate sends based on any of the triggers we've outlined. You can also experiment with triggered sends based on data points such as industry and job title as a way to discover which stage of the funnel is optimal for gifting.

**Audience:** Customers

**Goal:** Boost engagement and reduce churn

**Gift:** Potted desk plant



Subject: [Recipient company name] & [company name]

From: to:

Hi [name]

Hope you're well! We've tried to reach out to you a couple of times, but here at [company name], we know how busy [recipient's role or industry] can get.

It's important to us that every customer sees growth with their [company name] partnership – and it feels like our flower is starting to wilt, ever so slightly!

Let's pick up where we left off to ensure you're making the most of our platform. Come rain or shine, this partnership has the potential to bloom, so don't hesitate to get in touch.

# Content

When it comes to engaging leads with content, choosing the right assets will depend on where they currently are in the funnel.

## Top of funnel

Customers at this stage realize they have a business problem, and are looking for solutions. Top of funnel content should focus on helping them understand their problem, not on selling a solution.

## Middle of funnel

At this stage, customers have identified possible solutions and are weighing their options. Convince them your solution is the right one with messaging that differentiates you from your competitors.

## Bottom of funnel

By this stage of the funnel, customers are getting ready to make their decision. They're familiar with your brand by now, so content can focus on your unique value proposition and validating the customer's decision to move forward.

6sense helps you determine which stage your target accounts are at and impress decision makers with value-packed content that's 100% relevant to their needs.



## Stay ahead of the game

As 6sense can track what prospects are researching, it's the perfect way to tailor your content to their interests. Set up trigger sends with Reachdesk that are launched according to engagement.

Make your content truly worth their time by sending a thoughtful physical gift or voucher so they can sit back and enjoy a coffee or treat while they read your thought leadership.



Subject: [Recipient company name] & [company name]

From: to:

Have you seen our recent **[content type]** **[name of content]**? We've designed it specifically for people in roles like yours who might be struggling with **[pain point]**?

Our recent **[content type]** **[name of content]** certainly provides food for thought – but we thought we'd still send you a snack box to enjoy while you read it!



Subject: [Recipient company name] & [company name]

From: to:

We're buzzed about our brand-new **[content type]** **[name of content]** – so enjoy this gourmet honey! Just like our **[product solution/name]**, it's the bee's knees.

**[pain point]** is a major challenge for many companies – but **[company/product name]** can help you avoid a sticky situation!



# Sales

**73% of B2B buyers want a personalized, B2C-like experience, and have come to expect engagement tailored to their needs ([Accenture](#))**

6sense's advanced account and contact intelligence empowers sales teams to deliver personalization that actually feels personal, and ultimately drives higher engagement.

By tracking data around active keyword intent, trending topics, and product

comparison research, salespeople can create bespoke outreach campaigns to the right accounts and buying team members that address precise challenges and pain points, such as sending memorable physical gifts accompanied by marketing material.

Backed by a demand generation team that can use hidden buyer intent data to source the most promising leads, a 6sense-powered Sales team can deliver personalized and compelling campaigns to the right audience, at the right time.

**Audience:** Prospects

**Goal:** Boost engagement, increase responses, and book more meetings

**Gift:** Coffee voucher



✉ Subject: We guess you've been busy?

From: to:

Hi [name],

Hope you're well! We've tried to reach out to you a couple of times, but here at [company name], we know how busy [recipient's role or industry] can get.

But we also know how important it is to take a rest now and then, so we'd love for you to enjoy a coffee break on us!

Let me know if you have any free spots in your diary for us to sync and get back on track with your account.

We think there's a "latte" of [value prop] opportunities you could be missing out on!

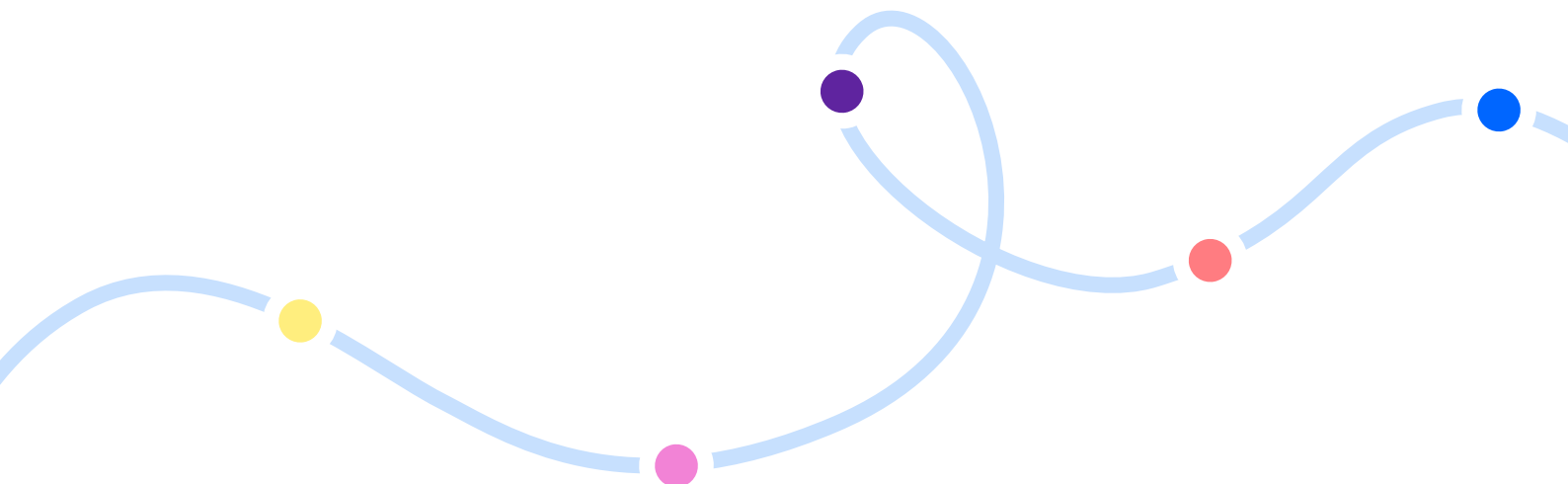


## Insights you can depend on

Want to learn more about combining 6sense and Reachdesk to empower your teams and enrich your campaigns?

Get in touch with a friendly Reachdesk expert today by emailing [hello@reachdesk.com](mailto:hello@reachdesk.com)

[Request a demo](#) to find out how Reachdesk can help you deliver moments that matter at scale.





 Reachdesk

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