

THE 3 CORE IMPACTS OF PREDICTIVE MARKETING

How Predictive Activates Your Business
to **Grow, Perform, and Align**



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A dramatic landscape photograph of a mountain valley. A large waterfall cascades down a steep, rocky cliff on the left side of the frame. The valley floor is filled with a river, surrounded by dense evergreen forests and steep, rocky slopes. The entire image is overlaid with a teal gradient. In the center, the word "INTRODUCTION" is written in a bold, white, sans-serif font, enclosed within a thin white rectangular border.

INTRODUCTION



No matter the industry, size of company, or maturity of business, the fundamental challenge of any marketing organization remains the same—*how do we identify and capture the right audience and how can we effectively communicate to them?*

What makes this even more difficult is how today's buyers make purchases. They do their own research, self-educating throughout the buying journey, and they have already narrowed down the choices before they even reach out to your business.

Organizations are putting more faith and budget behind their marketing teams to create messaging about their industry, brand, and product in an attempt to guide the conversations that buyers are having. Marketers are no longer tasked with just bringing in cold leads. They are tasked with defining the conversations with the *right* people.

In today's new paradigm, not only do marketing teams need to focus on volume, but they also need to focus on quality. And with infinite choices on what programs to run, how do you prioritize your time?

Marketers need to understand more about their buyers than ever before. Luckily, in an age where the buyer is doing her own research, there is an abundance of data out there that enables marketers to be more relevant to their customers. But how can you possibly collect, aggregate, and make sense of all of that data?

Predictive marketing is the practice of using data to identify an optimal audience and message, increasing the relevancy, focus, and effectiveness of your marketing programs so you can grow your business faster.

While the previous generation of predictive marketing solutions focused on scoring and prioritizing your database, the new generation of predictive marketing platforms help you do much more. With the new predictive marketing, leveraging data becomes an actionable way to look at the entire business of sales and marketing.

Welcome to the **next evolution** of predictive marketing.

Predictive marketing allows marketers to use data to drive the decisions of each person on the marketing team. Predictive allows marketers to capitalize on the abundance of data out there in order to make their marketing relevant to the accounts that matter most at every stage of the funnel.

In this eBook, we will explain the **three core impacts of predictive marketing**, and how to use data to **activate the relationship** between you and your addressable market.

A photograph taken from inside a dark cave, looking out through a large, irregular opening. The cave's interior is dark and textured with rock formations. Outside, a calm body of water stretches towards a distant, hazy horizon. The water is framed by steep, rocky cliffs on both sides. The sky is a deep, monochromatic teal color, suggesting a sunset or sunrise. The overall mood is mysterious and serene.

PART 1

THE THREE CORE IMPACTS OF PREDICTIVE MARKETING

PREDICTIVE MARKETING AMPLIFIES YOUR EXISTING STRATEGIES WITH DATA, SO THAT YOUR EFFORTS ARE MORE TARGETED.

Predictive marketing amplifies your existing strategies with data, so that your efforts are more targeted, personalized, and relevant.

The **three core impacts** of predictive marketing on an organization are: **performance**, **growth**, and **alignment**. Here, we will explain how predictive marketing impacts your business in these three core areas.



1. PERFORMANCE

By employing predictive insights throughout the funnel, predictive marketing enables you to run more and better campaigns.



► Increase performance through segmentation

Use predictive marketing to build new segmentation around accounts that have historically reacted well to a marketing program, marketing strategy, or sales play. By using predictive modeling on your seed list of accounts, you can not only become more precise in your targeting, but you can also expand your database with net-new target accounts that look like your seed list. With predictive you can now amplify the success of any marketing campaign.

► Orchestrate coordinated plays for a consistent buyer experience

When every facet of the marketing team is using data to focus their efforts on the accounts that matter most to your business, you can be much more effective. Predictive insights allow each member of the marketing team to personalize their communications, target the right accounts, and align the organization around one goal.

► Increase your performance by targeting the right accounts

When you are only marketing to accounts that are statistically more likely to be interested in your business—you are going to see better results. Continue to add the right accounts to your database with predictive.

2. GROWTH

Predictive marketing enables you to expand your database with net-new, highly qualified accounts, inspiring natural revenue growth for your organization.



► Grow Your Database

Predictive marketing delivers new target accounts and leads into the top of your funnel. This database expansion grows your total addressable market and enables you to be more effective with your marketing programs. Imagine growing your database with only accounts and leads that are a good fit for your business? Predictive marketing can help you do just that.

► Increase Company Revenue

Because you are focusing on marketing to the right accounts, you can close more deals and grow revenue faster. By not spending cycles marketing to people who aren't a good fit for your product or service, you can focus your energy on the right people. Additionally, as you and your sales team know, when you sell to companies who are a poor fit, you end up discounting more and those customers have a high likelihood of churning.

► Expand Your Impact

As a marketing organization, you are consistently trying to increase the impact that marketing has on the business. However, this can be difficult if you are not delivering enough leads, not delivering the right leads, spending money in the wrong places, and not strategically messaging to and segmenting your database. With predictive marketing, your marketing programs become more impactful through tighter alignment with sales and a strategy that is laser-focused developing relationships on the accounts that have the highest return.

GROWTH

3. ALIGNMENT

As part of the revenue team in your company, you want to align around the right goals, the right audience, and the right message. Predictive marketing can now impact all three of these areas.



► Align around the right goals

Most organizations are realizing that a lack of alignment between sales and marketing teams severely impacts revenue. The modern buyer does so much of her own research before a buying decision that sales is forced to depend on marketing more than ever. If your sales and marketing teams are not aligned around who you should be targeting, this misalignment will cause major inefficiencies in your business. With predictive marketing, your sales and marketing organizations align around courting the same accounts, and ultimately the same goals.

► Align spend around the right accounts

There are so many unknown variables with your marketing spend. Who is actually getting your marketing messages? Are you sending the right message to the right accounts? With predictive marketing, you can identify who you should be targeting with your program spend and use data to identify how to focus your message. With predictive, you align your existing message with the right accounts, and not wasting money marketing to those who are very unlikely to buy your product.

► Align messaging around the buyer

As marketers, we are constantly trying to refine our messaging and segmentation to get the right message, to the right person, at the right time. With the latest evolution of predictive, you can go beyond firmographic and demographic data to personalize your message using over 20,000 curated data signals. The latest evolution allows you to move toward segmentation paths based on growth trajectory, organizational maturity, and more.

A desert landscape featuring large, rounded boulders and a prominent Joshua tree on the right. The scene is overlaid with a teal color filter. In the center, the text "PART 2" is displayed in white, bold, sans-serif capital letters, enclosed within a thin white rectangular border.

PART 2

ACTIVATE YOUR AUDIENCE WITH PREDICTIVE MARKETING

“ONCE YOU KNOW **WHO** TO MARKET TO, YOU MUST DETERMINE **HOW** TO MARKET TO THEM!

Now that we have defined the three core impacts of predictive marketing, **let's explore the different strategies that will be affected by these core impacts.**

Predictive marketing has the potential to impact far more than just the demand generation piece of your organization—that's just the beginning.

Once you know who to market to, you must determine how to market to them! Predictive marketing allows you to leverage data throughout the funnel, not just at the top, so you can create relationships with the right prospects—accelerating them to become customers faster.



The background is a teal color with dark silhouettes of palm fronds. A large, white, stylized number '1' is positioned on the right side of the page. The word 'CHAPTER' is centered in a white rectangular box.

CHAPTER

SEGMENTED EMAIL NURTURING

Engage your entire potential market with predictive segments. By creating a segment around a strategy, play, product, or other marketing initiative, you can **easily create highly targeted nurture streams** that help you build a relationship with a defined account group.



With EverString's Audience Platform, you can create a predictive segment. A segment is a grouping of accounts with similar attributes that you want to market to. However, instead of creating a traditional persona-based segment, you can now automatically create that segment using data-backed intelligence on what groupings of accounts you should build relationships with.

Predictive marketing easily integrates with your marketing automation platform, enabling you to accelerate accounts through your sales funnel by creating more nuanced nurture tracks. Once you have targeted nurturing, you can use predictive insights to create personalized messaging that truly speaks to every account in each segment.

With segmented email nurturing, you are able to grow your business faster by aligning your relationship building with the right accounts. And because you are building nurture tracks based on more than just surface level intelligence, your leads can be accelerated through your pipeline at a much faster rate.

A woman with curly hair and a man with glasses are working together on a laptop in an office setting. The woman is standing and pointing at the screen, while the man is sitting and looking at the screen. The image has a teal overlay.

PREDICTIVE MARKETING
ENABLES YOU TO CREATE
MORE FOCUSED, RELEVANT
NURTURING PROGRAMS
SO YOU CAN GROW YOUR
BUSINESS FASTER.

The background is a close-up photograph of several succulent plants, likely Sempervivum, with small, rounded, fleshy leaves. The entire image is tinted with a deep teal or cyan color. Overlaid on the right side is a large, white, stylized number '2' that has a smooth, flowing, calligraphic appearance. In the center of the page, the word 'CHAPTER' is written in a bold, white, sans-serif font. The text is enclosed within a thin white rectangular border.

CHAPTER

MULTI-CHANNEL DEMAND ACCELERATION

Demand generation doesn't stop at acquisition. With data-backed predictive marketing insights, you can be much more strategic with your demand generation program mix.



Your buyers are multi-channel and multi-device, so you must be where they are. Use predictive marketing to help you define what programs to run on what channels.

Instead of focusing your budget and time on expensive, low yield programs such as list buying and pay-per-click advertising where you don't know what type of leads are actually responding, you can focus on programs that build relationships with your predictive accounts. By having a deeper understanding of your top accounts and their attributes, you can create personalized content, target those accounts with advertising, leverage website personalization, and run mid-funnel programs that accelerate buyers through your sales cycle by using predictive segmentation.

Additionally, predictive modeling can help you cross-check program performance with your target audience so you can make better informed decisions. Why attend an event that your target accounts are not attending? Why do another content syndication program that yielded low quality leads? With predictive marketing, you can align your efforts around the programs, content, and accounts that matter—increasing the performance of all your marketing efforts.

A photograph of two men in an office environment. The man in the foreground, on the left, is smiling broadly and looking towards the right. He has a beard and is wearing a light-colored button-down shirt. The man in the background, on the right, is looking down at a laptop screen. He is also wearing a button-down shirt. The entire image has a teal/cyan color overlay. A quote is overlaid on the left side of the image.

“BY RUNNING THE RIGHT PROGRAMS TO BUILD RELATIONSHIPS WITH THE RIGHT ACCOUNTS, YOU CAN INCREASE MARKETING EFFECTIVENESS AND CLOSE MORE DEALS FASTER.”



CHAPTER

ACCOUNT-BASED MARKETING

Account-Based Marketing (ABM) is a marketing strategy that focuses on **building relationships** with a key group of target accounts. However, in order to be successful with ABM, you must know **who** to target!



Predictive marketing provides you with data-backed intelligence on how to select your target accounts so your ABM tactics have a much higher success rate. By not relying on guesswork to determine your target accounts, you can rest assured that marketing and sales' time is spent on the right accounts.

ABM is a great way to promote natural alignment between your sales and marketing teams because it requires sales and marketing teams to speak the same language—accounts, not leads. Predictive marketing helps you ensure that sales and marketing run coordinated plays—not one-off communications.

Additionally, with predictive insights you are in a much better place to properly message to your target accounts. By understanding the data points that makes them a good fit for your company, you can write customized content, specialized email tracks, and be more precise with your website personalization.

“PREDICTIVE MARKETING HELPS YOU
CHOOSE THE RIGHT ACCOUNTS AND
PROVIDES THE INSIGHTS YOU NEED
TO SEND THE RIGHT MESSAGE.

CHAPTER



PERSONALIZATION


In order to move accounts through your funnel at an accelerated pace, you must **deliver the right content and the right message**. Use predictive marketing insights to help determine what messaging will resonate with your target accounts.



Once you know what to say, you can use these insights to create targeted and personalized content assets, website copy, email copy, and more. By leveraging a predictive marketing platform to provide you with deep insight, your personalization efforts can be much more efficient and effective.

With predictive marketing, you can now personalize your marketing at scale. Instead of doing hours of research and digging online, all of the relevant account insights are available all in one place.

By personalizing your marketing communications, your program performance will increase. The modern buyer rarely (if ever) responds to a traditional batch and blast marketing approach. Personalization allows you to make meaningful contact with the modern buyer, using data to increase the performance of each and every one of your campaigns.



“BECAUSE YOU ARE
CREATING PERSONALIZED
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CHAPTER



NEW MARKET EXPANSION

Entering a new market can be very difficult. Whether you have a new product or are expanding your business into new geographic markets, it's tough to know where to start.



Use predictive marketing to provide you with the knowledge you need for a more efficient and faster market expansion effort. By creating data models that focus on new markets, you can build your database with net-new, target accounts that are the right fit for your business in each new industry or geography that you want to expand. Plus, as you become more knowledgeable about your new market, your data model is refreshed, providing you with even more new accounts.

When your organization decides to enter a new market, the top priority is growing your database with the right targets. With predictive marketing, you can use data to decide who to target, so you can have a better point-of-view to drive your marketing and sales efforts.

By using predictive insights, you can learn more over time through relevant data about the target accounts in your new market. You can look at what patterns are developing, enabling you to run more and better programs.

With predictive marketing, you can go into new markets with the confidence that you will see success sooner. Predictive helps you navigate your new market with a deep understanding about who you should target and what you should say.

A woman with long dark hair, wearing a patterned blouse, is smiling while looking at a large sheet of paper on a desk. In the background, other office workers are visible at their desks. The scene is dimly lit with a blue tint. A quote is overlaid on the top right of the image.

“WITH PREDICTIVE MARKETING,
YOU CAN GO INTO NEW MARKETS
WITH CONFIDENCE THAT YOU WILL
SEE SUCCESS SOONER.

A photograph of a lavender field with a teal overlay. The word "CONCLUSION" is centered in a white box.

CONCLUSION



As the buyer journey has changed, **sales and marketing organizations have had to adapt**. As a result, marketing teams are **moving toward the forefront** of their businesses.

The efforts of the marketing team are becoming more and more essential to the revenue conversation. In order to be successful in this new world, marketing teams can no longer be driven by abstract metrics or what they think they know about a prospect or a segment of accounts.

Predictive marketing enables marketers to use data to drive the decisions of each person in each role of the marketing team. Predictive allows marketers to capitalize on the

abundance of data out there in the world in order to make their marketing relevant to the accounts that matter at every stage of the funnel.

Predictive marketing can now inform not only *who* you should be targeting with your marketing, but also *what* you should be saying with your marketing.



WELCOME TO THE NEXT EVOLUTION OF PREDICTIVE.



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