

Customer Story

Global Account Coverage & Personalization At-Scale



Learn how Flow by LeadGenius helped Salesforce enrich full buying committees across all of their top accounts globally, adding Contact Signals to improve personalization.



Challenges

- 80% of accounts didn't have required contact coverage to execute ABM playbooks globally
- Missing key fields required to run full ABM plays (contact physical address, Twitter, LinkedIn, direct dial, tech installs)



Solutions

- Built out complete buying centers with minimum 2 contacts per department (IT, sales, service, marketing)
- Filled missing fields and identified Change Agents and Executive Influencers
- Built out complete installed tech maps for each named account, competitors and integrators



Results

- Complete account contact coverage helped to better fill the top of funnel
- Full data point coverage meant more complete ABM plays could be run, resulting in more MQLs