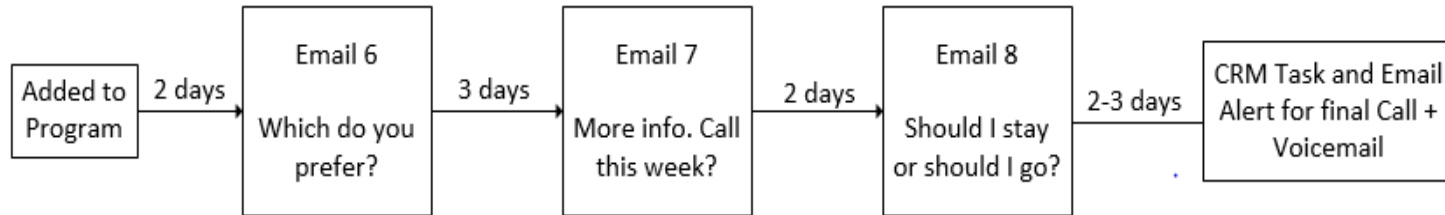


BDR Cadence Partial Automation

BD Automated Touch Point Nurture

- The Issue: Marketing's inquiry goal and BDR's required touch points are both higher than ever
- Identified a threshold where responses tend to drop off – after the 5th touch point
- The Solution: Automate process after Touch 5 so that BDR can free up their time to focus on new MQLs, while still giving leads their mandatory 8-touch cycle



Defining Success of BD Automated Nurture

- We will base the success of this program on the performance of several metrics:
 - Marketing Metrics:
 - Increase in MQL > Opp conversion rates against Benchmarks and previous performance for North America (Weekly Top of Funnel reports)
 - Demand Gen Metrics:
 - Increase in MQL to Opp Conversion Rates for each individual BD Rep using the program (X's weekly/monthly team reporting)
 - Standardization of messaging and number of touch points across the individual reps
 - Overall conversion rate change

- Feedback from Test rep

The touchpoint nurture has been very successful so far. One of my biggest issues before was while working on my tasks I always made the 2nd, 3rd, 4th and 5th touches my priority. On many occasions this caused me to not have time to get the the 6th, 7th, and 8th touches scheduled for that day. Over time they started to compound until it was a days work just to get through all of the last 3 touches I had in my queue. With this program I no longer have to worry about that and I can point my full attention on the newer leads that have a much better chance of converting.

This program has decreased the amount of tasks I have to work through on a daily basis by 20% and allowed me to send better emails to the hotter leads. I have noticed I get on average an additional 10 email responses since I've begun this trial run. I've really been happy with the results I've seen.

- Program rolled to all reps after 3 week test