

CASE STUDY

Highspot Connects Leads to Accounts with Matchmaker for Its Account-Based Strategy

Challenge: Needed to connect leads to accounts in Salesforce to gain full account context for engagement and prospecting within an account-based strategy

The Lead and Account Data Problem

As a growth stage company, Highspot was gearing up for its account-based marketing and sales strategy, which entailed enabling smarter account engagement and performance measurement. The company knew it needed to have its lead data connected to account data, starting at the root and foundation: the CRM database. Without connecting leads to accounts inside of Salesforce, the sales and marketing teams could not engage the right leads associated to target accounts. However, fixing this problem manually would require spending hours weekly to maintain data, hours that could be used to engage accounts. The solution had to be technology.

The Technology Solution

Bryant Lau, at the time Senior Digital Marketing Manager of Highspot (since promoted), knew of Full Circle Insights since he was a previous user of Full Circle Insights at a former company. He recognized the need for intelligent technology to save the sales team hours of manual maintenance of lead and account data weekly. Moreover, he needed to track and measure performance of accounts through the full funnel. Knowing its legacy in providing the best in class for funnel metrics inside Salesforce, Bryant turned to Full Circle Matchmaker. Matchmaker's intelligent matching automated the connection between leads and accounts, in bulk and continuously. Matchmaker was built specifically with self-customizable rules to ensure lead matching could be configured to fit a company's lead flow and business process.

The Results

With Full Circle Insights, Highspot can now:

- Give sales reps a headstart with a database of leads connected to accounts, ready to engage
- Roll-up all engagements across individual buyer personas to the master account
- Ensure coverage of the account across the buyer group and any gaps with personas at the account

FULL CIRCLE INSIGHTS Matched Leads				See matched leads on your accounts and report on account engagement
NAME	COMPANY	TITLE	PHONE	
<input type="checkbox"/>	Malachi Hurley	AK Steel Holding Corp.	Marketing Operations Manager	1-250
<input type="checkbox"/>	Norman Dudley	AK Steel Holding Corp.	Partnership Manager	1-682
<input type="checkbox"/>	Rebekah Summers	AK Steel Holding	Project Manager	1-961
<input type="checkbox"/>	Xander Rasmussen	AK Steel	Account Executive	1-696

Highspot was able to focus its sales and marketing teams on revenue-generating activities, rather than maintaining its CRM. Marketing efforts could finally be hyper-focused on individual accounts. Moreover, the whole organization created visibility into account performance and metrics to better steer its account-based strategy. Here are some of their results from using Matchmaker.



Customer: Highspot, a provider of a single content repository platform for sales content, loved by both sales and marketing teams

Solution: Full Circle Matchmaker to intelligently connect leads to accounts in Salesforce and enable target account engagement



“Matchmaker is a foundational element to our Account-Based Sales & Marketing efforts. With it, our sales team can now **save countless hours per week** and our marketing efforts can now be **hyper-focused on individual accounts.**”

Bryant Lau
Director, Growth Platforms and Analytics at Highspot

For more information:
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Learn more about Matchmaker at: www.fullcircleinsights.com/matchmaker