

Lattice Predictive Insights Platform

OVERVIEW

Many B2B organizations have implemented marketing automation platforms (MAPs) to score their leads, but these typically tend to be based on subjective criteria. At the same time, marketers often do not have “the full picture” of the lead when they are scoring them. The inbound lead could be the right title, but from a company that will never ever buy. Similarly, when it comes to engaging with leads, sales and marketing often lack the proper context about that lead – context that could be used to tailor nurture programs and drive more personalized sales conversations.

LATTICE PREDICTIVE INSIGHTS PLATFORM

The Lattice Predictive Insights platform enables B2B marketing and sales to run more targeted campaigns using predictive analytics and data. Marketing and Sales can be data driven in their efforts to prioritize leads and accounts – rather than basing scores on subjective criteria and incomplete data, companies can leverage a wealth of external buying signals along with machine learning to uncover key predictive attributes and identify those leads and accounts most likely to close.

“We wanted sales to work the most enterprise-ready accounts. Lattice was able to surface accounts with high likelihood of conversion and accelerating them in the pipeline.”

– SHANTEL SHAVE
DIRECTOR OF DEMAND GENERATION



“Lattice helps us filter out low probability leads before they reach sales. I love the ability to dive deep into the predictors of what makes a good lead...and our sales team loves Lattice because they know they are focused on the best opportunities.”

– ALEXANDER PAPILLAUD
DIRECTOR, GLOBAL DEMAND CENTER



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THE LATTICE ADVANTAGE

The Lattice Predictive Insights platform enables B2B marketing and sales teams to run more targeted campaigns in four ways.



Leverage every available buying signal
 Combine your internal data with the largest source of external buying signals.



Apply rigorous machine learning
 Uncover the key predictive attributes that lead your prospects to convert with you.



Optimize nurturing programs
 Leverage scores and insights in Marketing Automation to enable hyper-targeted nurturing.



Prioritize sales execution
 Publish scores, attributes, and talking points to CRM to facilitate outreach and follow-up.

40%
 Greater conversions

35%
 Higher pipeline dollars

30%
 Faster deal cycles

2X
 Higher win rates



With Lattice, we can identify the right revenue opportunities for new business and growing existing customer relationships.

— VP/GM OF DISTRIBUTION
**\$1B+ FINANCIAL PAYMENTS
 PROCESSOR**

Lattice Predictive Insights Platform

KEY FEATURES

The Lattice Predictive Insights Platform provides the following features.

1 | Unlimited self-service modeling: We recognize that one-size does not fit all when it comes to your business. Different parts of your business (geos, products, customer segments, etc.) need different predictive models. Lattice enables marketers to create models using a wizard-driven UI – without any need for data science knowledge or expertise. All you need is a CSV file containing leads/accounts that have converted and not.

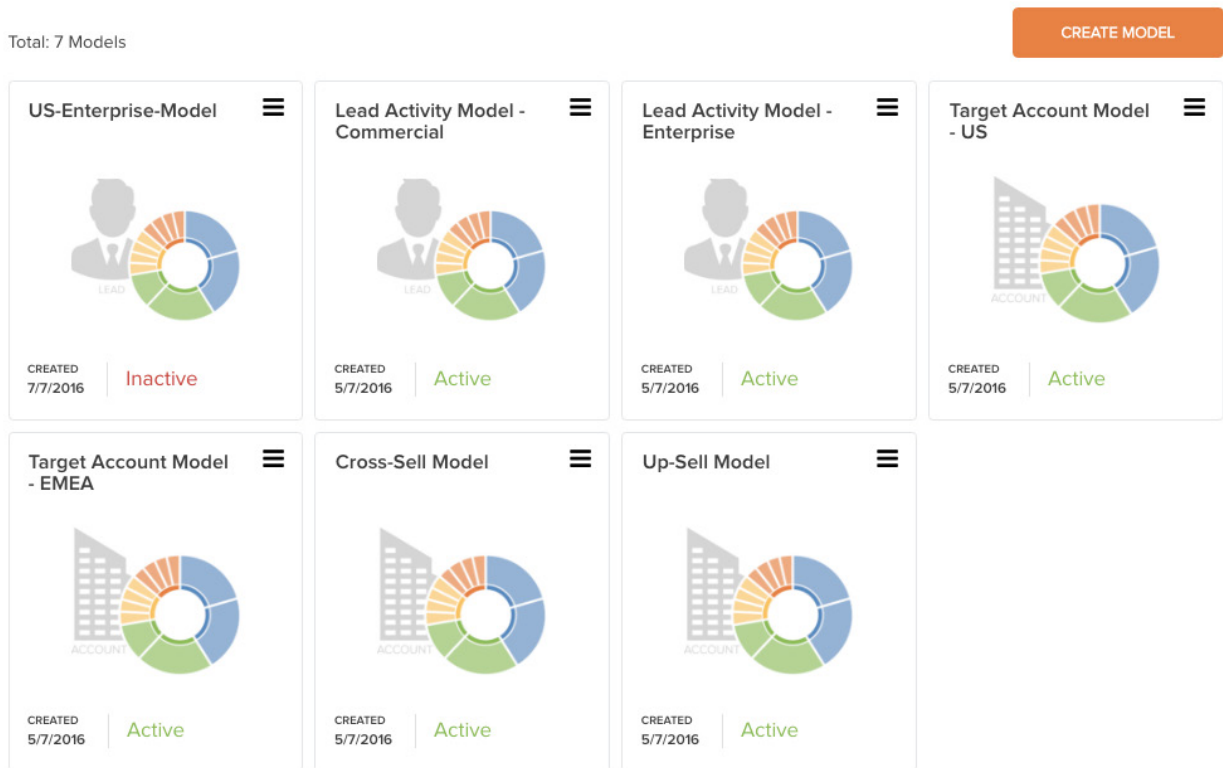


Figure 1. Create unlimited self-service account and lead models

2 | Support for lead and account scoring models: Whether you want to prioritize leads, accounts or customers, Lattice enables you to create different types of models with the click of a button.

3 | Support for behavioral modeling: Lattice enables you to add activity data (e.g. emails clicks, web page visits, event attendance, etc.) captured in your Marketing Automation system to your models.

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KEY FEATURES

4 | Model Performance Dashboard:

The Model Performance Dashboard provides an at a glance view (a “lift chart”) of how good your models are. Users can use this dashboard to identify the “cut-off” scores for which leads should be sent to sales (“MQL’d”) and which should be put into a custom nurture program.

5 | Model Refinement: Users can use the Lattice platform to iteratively update existing models as your business changes. If, for example, certain attributes are no longer valid, you can remove them and have Lattice create an updated model.

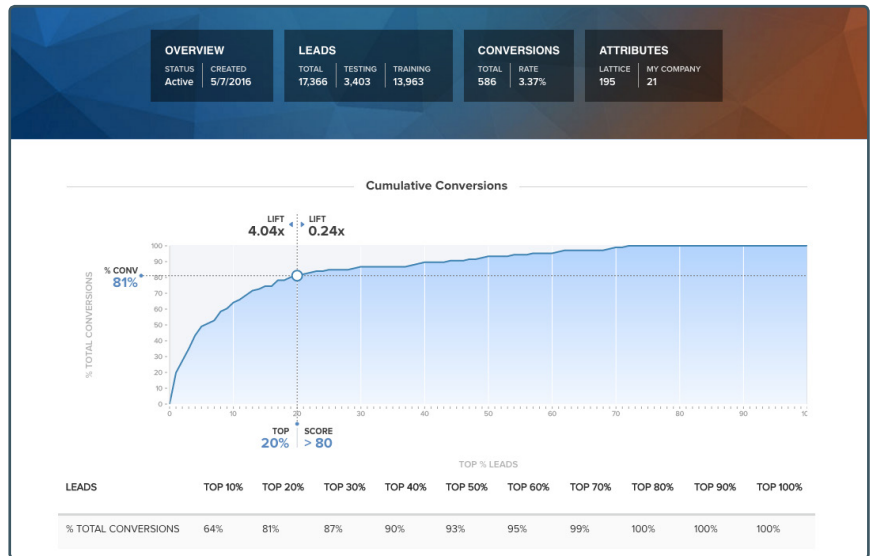


Figure 2: Model Performance Dashboard shows the expected lift for each of your models

6 | Lattice Data Cloud: As part of the modeling process, Lattice brings 1000s of company-level indicators to the mix including firmographics, technographics, financial and growth indicators, social presence, company events, etc. The following provides more details on the external data Lattice brings to bear for predictive modeling purposes.

Firmographics: This includes descriptive data on companies, such as years in business, number of employees, estimated annual sales, metropolitan statistical area (MSA) code, primary SIC code, secondary SIC code, as well as job postings.

Technologies: This includes technologies detected either used on the company website or behind the company firewall and include such technologies as CRM Technologies, Marketing Automation Technologies, Communication Technologies, Productivity Solutions, Enterprise Applications, Cloud Software, etc.

Website: This includes metrics and data on company websites, including such data as website traffic rates and trends, popularity, advertising use as well as other details about the company website including detected technologies and key components of a website including shopping carts and other e-commerce indicators.

Financials: This includes financial and growth-related attributes regarding companies such as estimated annual sales, credit scores, funding status, etc.

Social: This includes detected social presence and social activity, such as Facebook pages, google+, twitter handle, number of likes, number of followers and other activity metrics.

Events: This includes company news, industry awards, patents activity and government data like special programs grants and other publicly available information.

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7 | Real-time scoring: When it comes to operationalizing your predictive models, Lattice provides the ability to score inbound leads within 5 minutes (of the lead being created or updated) and route them to sales if appropriate and/or put them in the proper nurture programs.

8 | List-based scoring: Easily score lead and account lists by uploading a CSV file.

9 | Embedded in your existing workflows: Lattice is fully integrated into Marketo (via Webhooks) and Eloqua (via the Eloqua API). Once you create the models in Lattice, you can use invoke them for scoring right within your Marketo SmartCampaigns or the Eloqua Canvas.

10 | Real-Time Data Enrichments: Lattice enriches your Marketing Automation and CRM with predictive scores and technographic data (i.e. what technologies are being used) about your leads and accounts (right as they are scored). You can use these enrichments to drop leads into very customized nurture programs or provide more context to sales prior to follow-up.

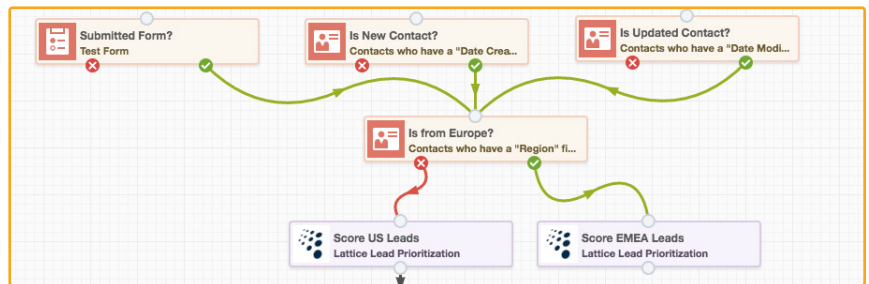


Figure 3: Invoke scoring for leads or accounts right from within the Eloqua Canvas

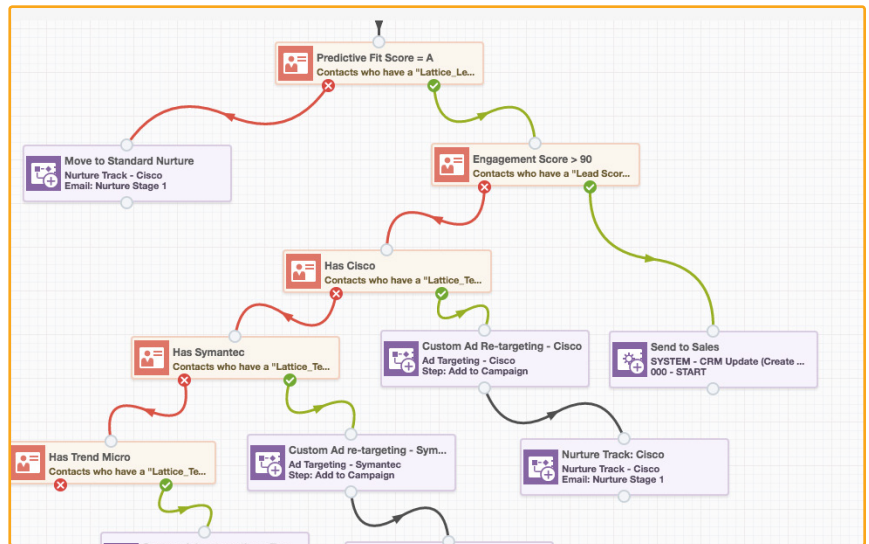


Figure 4: Use technographic data from Lattice to route leads into custom nurture programs

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11 | Enterprise Security Certified: Lattice is the only vendor to be built from the ground up with enterprise security in mind. All components of the Lattice platform are ISO27001 and TRUSTe certified.

12 | Customer Success Program: As part of the solution, customers are assigned a Customer Success Manager who will guide the customer through their journey with Lattice. Even after customers are up and running, Lattice Customer Success will be available on hand to provide tips, best practices, and guidelines on getting the most out of your investment in predictive.

OPTIONAL ADD-ONS

A | Account Universe Expansion: Lattice can help provide a more “complete” database for customers. This service is typically provided on a one-off basis for customers and must be purchased separately.

- Identify a list of accounts based on specific segmentation criteria (e.g. geography, revenue, employee size)
- Add “net new” accounts from this list to your Salesforce instance
- Enrich all the accounts in your Salesforce instance with standard firmographic information (e.g. geography, revenue, employee size)

GETTING STARTED

Customers can get access to their instance of the Lattice Predictive Insights Platform within hours of signing the subscription agreement. Lattice will work with customers to get their initial model up and running and train customers on best practices around training set creation, modeling, etc. Here is an example list of steps to go live (this will vary based on your business needs).



Lattice is pioneering the predictive applications market for marketing and sales.

Lattice is ushering in the age of the predictive marketer by offering the most comprehensive and widely used suite of predictive marketing and sales applications available today. As the market leader, Lattice’s secure and easy-to-use applications help address every stage of the revenue cycle and deliver proven value to all stakeholders, ultimately resulting in increased conversion rates and accelerated revenue growth for companies of all sizes. Lattice is backed by NEA and Sequoia Capital with headquarters in San Mateo, Calif.

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