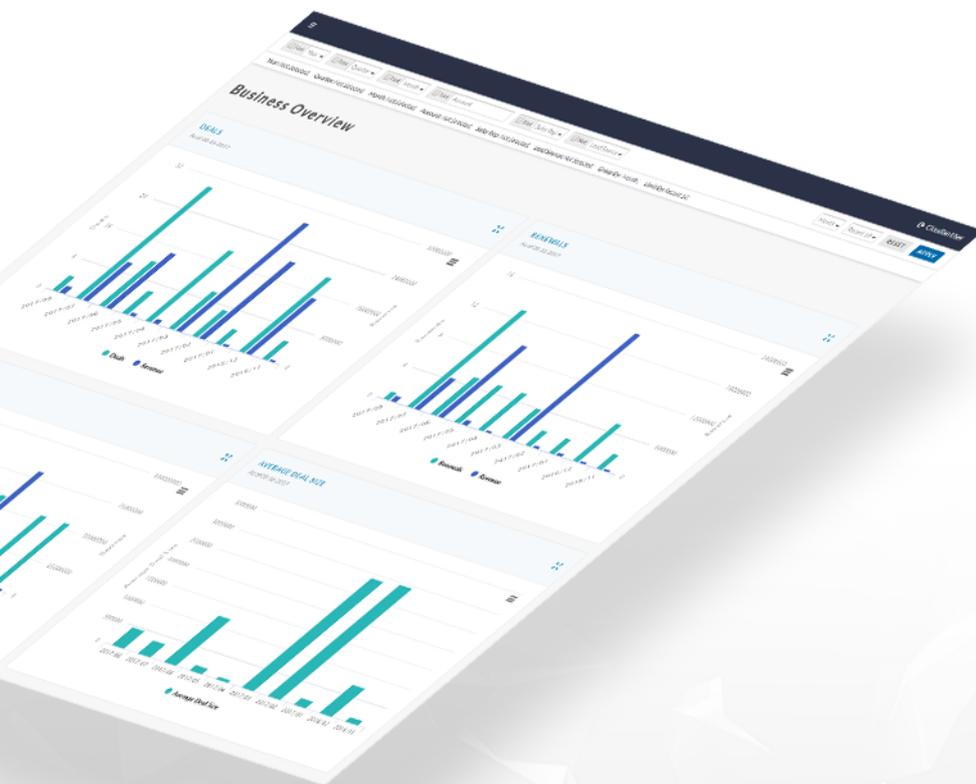


Actionable Sales Insights For Revenue Acceleration

Any Sales Process. Any Technology Stack. All Sales Data. Any Report. One UI

AI watches your dashboard, so you don't have to

MoData's software suite offers you Lead to Close to Renewal process visibility and predictions for B2B sales teams. We provide you with real time analytics and historic data so you can track things over time. Check out insights, prognoses and prescriptions, all neatly packaged and at your fingertips. Delivered to your inbox.



FORECAST MANAGEMENT

MO-DATA TRANSFORMS THE WAY FORECASTING IS DONE, SO SALES EXECs CAN ALWAYS SPOT RISK IN THEIR FORECASTS AND GET THE TEAM BACK ON TRACK.



OPPORTUNITY MANAGEMENT

MO-DATA HELPS SALES REPS FOCUS ON THE RIGHT DEALS – WITH MORE TIME SPENT SELLING AND LESS TIME ON ADMINISTRATIVE TASKS.



TEAM ACTIVITY

MO-DATA GIVES SALES LEADERS CLEAR VISIBILITY INTO REP ACTIVITY TO ENSURE ADEQUATE COVERAGE AND FOCUS TOWARDS THE RIGHT ACCOUNTS AND OPPORTUNITIES.



PIPELINE INSPECTION

MO-DATA GIVES SALES MANAGERS INSTANT INSIGHT INTO REP ACTIVITY AND THE TRUE STATE OF DEALS, SO LIMITED 1:1 COACHING TIME CAN BE SPENT ON KEY OPPORTUNITIES.

Purpose built for B2B Sales Management (VP/ Director / Manager of Sales / Sales Operations / CRO). Perfect fit for large sales teams (20+ members). Enables high growth (15%+ yearly) sales teams to accelerate further.

How Does Mo-Data Help You?

Powerful features to improve your sales KPIs, increase your sales ROI and expand your business!

Existing tracking systems only show you a restricted view of your pipeline. CRMs give you a snapshot, limiting sales leaders and managers in their ability to track changes over time.

With Mo-Data's solutions you will be able to:

Track the progress of your quarterly target

To help you track your quarterly target, MoData uses AI based models and historic data to make accurate predictions about your pipeline. The information is extracted directly from your deal-by-deal characteristics combined with rep-by-rep performance over time.

This is all neatly coupled with account/customer behaviour to give you the best estimates on the market! On top of that, this whole process is completely transparent. You can easily understand the reasoning behind our predictions. Once you get the full picture, you will know what to change in order to improve it!

Follow the development of KPI's over time

Historic data is never lost with MoData. Unlike CRM's and other similar systems that give you a brief snapshot of your pipeline's condition, we keep the records for extended periods. You can get back to them whenever you want. Follow your pipeline's changes over time, measure them, and improve your performance!

Save time on menial tasks

In order to get things done even faster, MoData takes menial tasks off your hands! We provide "situational" automated dashboards for board meetings, one-on-one meetings, and whatever else you need. This makes it super simple to get things done without a hassle!

All from the comfort of your inbox!

Sales Managers using Mo-Data's software have achieved

15%+

Deal closure

10%+

Average deal size

20%+

Sales velocity

MODATA

Do not hesitate to take our software suite for a test run. Close more deals, increase your sales velocity, and increase your deal size. Make the most out of your pipeline.

MoData - analysis, prediction, prescription.



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Our Packages

Out-of-The-Box Reporting

100+ out-of-the-box metrics / KPI charts to choose from including:

Business Overview - Revenue, Deals, Renewals, Stalled Deals, Deal Size, Sales Cycle.

Current Quarter Metrics - New, Lost & Deferred Deals, Current Pipeline, Open Opportunities, Opportunity Created

Sales Development / Conversion Metrics - Lead-to-First Meeting, MQL to SQL, SDR Reach, Meeting Attended to opportunity, MQL response time, Activity Ratios, Pipeline / Bookings Contribution

Sales Productivity - Lead-to-Opportunity, Quote-to-close, SQL to Opportunity Created / Closed/ Lost, Activity / Task to Close-Won / Close-Lost

Pivots, Filters & Drill-Downs

Pivots, filters & drill-down supported for every visualization

Pivots / Group By - Year, Quarter, Month Week, Sales Rep, Account / Customer, Lead Source, Product, Region, Segment

Filters - Year, Quarter, Month, Week, Sales Rep, Sales Rep, Product, Region, Segment

Drill-Downs - Chart specific drill downs, Sales Rep Activity Details, Account Engagement Details and many more

Customization - Customizable filters, pivots and drill downs. If you record in CRM you can use it

Pipeline Inspection / History Tracking

Track every change to all underlying systems we integrate with:

Pipeline Inspection - Snapshot your pipeline & Track specific changes to pipeline. Evaluate details behind pipeline movement

History Tracking - Track every change in pipeline, leads (status) & opportunities (stage, amount)

Funnel Progression - Speed of opportunity movement through funnel, Rep level "stage" compliance enforcement

Customized View - Forecast categories, Deal Stages

Activity Tracking

Track every activity across all your reps & accounts:

Capture Missing Data - Direct integration with email & calendar data. Calendar integration to capture meeting data. Content usage tracking

Engagement Tracking - Tasks, Email, Call tracking per account

Integrated Activity View - Capture activity data from practically every sales tool (including prospecting, lead nurturing & customer success tools,) via native connectors

Custom Activity Data - API to push custom data like product free trial data & partner data

Alerts

Get inbox / slack notifications about key changes across sales organization

Dozens of Alert Triggers - Available across all key metrics (pipeline, activity level, lead quality etc) and offer multiple thresholds

Role base - Configurable insight levels based on roles i.e. reps, managers, directors, VPs & sales operations.

Weekly / Monthly/ Quarterly Digest - Top 5 / Bottom 5 & Significant events roundup available via email

Automated & Manual - Automated Alert based on historical anomalies as well as manual setting

Account Based Sales

Measure target account engagement

ABS Campaign Compliance - Measure quantity, quality, depth & type of communication for target accounts

ABS Campaign Effectiveness - Engagement level, Communication Channel effectiveness, Revenue & Opportunity attribution per target account

Sales & Marketing Alignment - Content effectiveness & Utilization

Connectors

Growing list of native connectors

CRM - Salesforce.com, Hubspot, Microsoft Dynamics, Sugar CRM, Infor CRM / SalesLogix, Zoho & Pipedrive

Lead Nurturing - Marketo, Eloqua, Hubspot, Pardot, Engagio, Constant Contact & Mail Chimp

Email / Calendar - Gmail & Office 365

Sales Prospecting - SalesLoft, Hubspot Sales, Outreach.io, PersistIQ

Sales Forecasting

Dedicated Sales Forecasting & Quota Management UI

Rollup Forecasting - Based on Forecast Categories or deal stages. By region, segment or custom organization

Overrides - Managerial Override at deal, territory, region and forecast levels

Organizational Hierarchy - Replicate CRM hierarchy or set up multiple custom ones conducive your sales process

CRM Integration - Push / Pull data directly from / to CRM

Pricing FAQ:

Q. Does MoData offer free –trial?

Yes! All of our half a dozen plus feature packs are available for free trial. Let us know what would you like to test drive and we can set you up with the right set of packages.

Q. What's the commitment?

Month-to-Month

Q. What if MoData does not support our CRM / Sales Enablement system / stack?

We support almost all popular CRMs and sales enablement systems. Please refer to our Integrations page for the complete list. We are adding more & more systems to the list every month. Please so let us know what your sales (CRM) / marketing (lead nurturing system) / customer success technology stack looks like. If we don't already support the systems you are using we will work with you to add support

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Everything you need to ace your quarter!



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