



USE CASE: SALES PIPELINE PRIORITIZATION (IN CRM)

You know what qualifies a prospect as worth pursuing. Why not score incoming leads on those exact qualification criteria? Customize your scoring model based on the unique profile of your high-quality accounts.

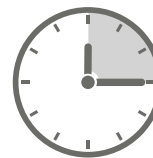
1 Define what success criteria you care about, such as conversion through a funnel stage, closed-won, short sales cycles, or large deals. Export list of prospects that achieved success.



2 Upload list to EverString Audience Platform to create scoring model.



3 Within 15 minutes, EverString analyzes your uploaded companies to build a model that will be used to prioritize new prospects.



4 Once the model is created, EverString scores all existing and new prospects in your CRM. This enables your sales teams to focus their efforts on the best prospects.

