



# USE CASE: SALES TERRITORY PLANNING

New territory? No problem. It doesn't have to be a guessing game. You know what your top deals look like in your current territory. Find look-alike accounts in the new territory.

1

In EverString Audience Platform, upload list of top deals or target accounts from last quarter.



2

EverString Audience Platform then identifies similar companies in your funnel as well as net-new accounts.



3

Narrow down the audience by choosing criteria that are critical to your campaign (e.g. location, revenue, number of employees).



4

Identify top accounts and publish to your CRM or a .CSV file to fill in your target accounts.

