

Mythical marketing metrics

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Fri 11/6/2020 10:27 AM

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[EXTERNAL]



November 6th, 2020

Welcome back to The Six!

Where marketers and sellers
get results

GET STARTED

Hey, Nicole!

Reliable marketing metrics can be as elusive as the sasquatch, and fully aligned sales and marketing teams feels like a myth. But, alignment is possible and measuring the impact of your account-based programs no longer needs to be a snipe hunt.

The time for a new movement is now, which is why this month, we're tapping the experts for a look into the future of account-based metrics. (And not-so-coincidentally, 6sense has just released three new game-changing reporting features that we think you'll be excited about.)

Enjoy!

#1 3 Account-Based Measurement Capabilities to Help You Succeed

Blog

The next generation of account-based measurement is here, and with it comes the power to truly look through the account lens, see how your efforts are impacting engagement, and move your deals forward.

[SEE ALL 3 >](#)



#2 TalkingSense with Kerry Cunningham: Account-Based Measurement

Video

Analyst Kerry Cunningham joined Latané to talk some serious sense about account-based measurement. Kerry drops some data-based truth bombs about why you must de-anonymize your web traffic and why relying on leads *sucks*.



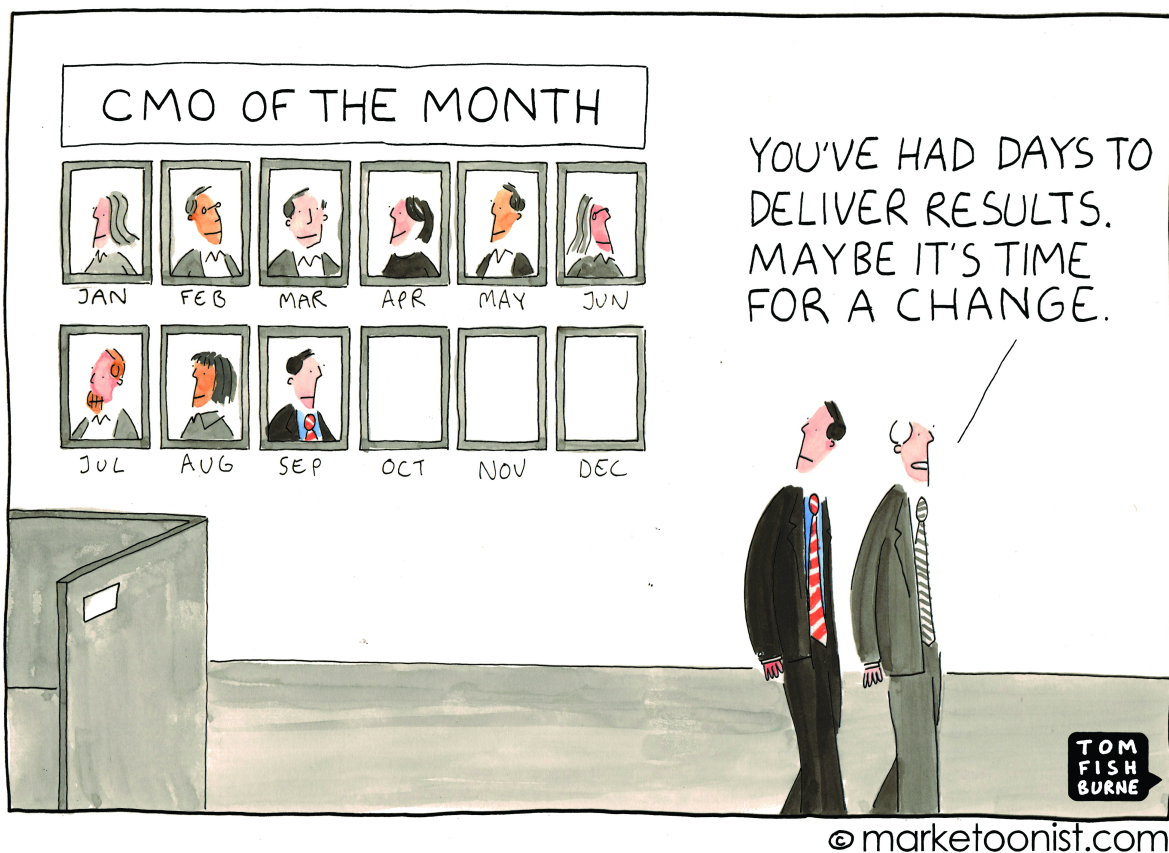
[WATCH & LEARN >](#)

#3 The Science of B2B Selling: How Modern Sales Teams Win Deals Now

eBook

Selling is an art form. But for the best B2B sales teams, it's also a science, that includes predictive insights and the ability to engage accounts with relevant, personalized outreach.

[GET NERDY >](#)



#4 SalesHacker event: Quit Guessing, Start Knowing

Webinar

Join sales development leaders Brooke Bachesta of Outreach and 6sense's Ernest Owusu November 10th to hear their tips for using intent data to understand your buyers and know the critical moment to reach out.

BE THERE >



#5 Cracking the Marketing Measurement Code

On-Demand

Consider this case cracked! Kory Geyer, Director of RevOps at 6sense, and Rauli Garcia, VP of Strategic Marketing at Sage Intacct decode how to truly operationalize and measure your account-based programs.

GET CRACKIN' >



#6 Are you ready to Breakthrough?!

Announcement

This year, Breakthrough — our annual customer conference — is going virtual and is centred all-around *uniting the revenue team*. So it's time to kick things up a notch...we want to see you and your revenue team together at Breakthrough 2020, this December 9-10!

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