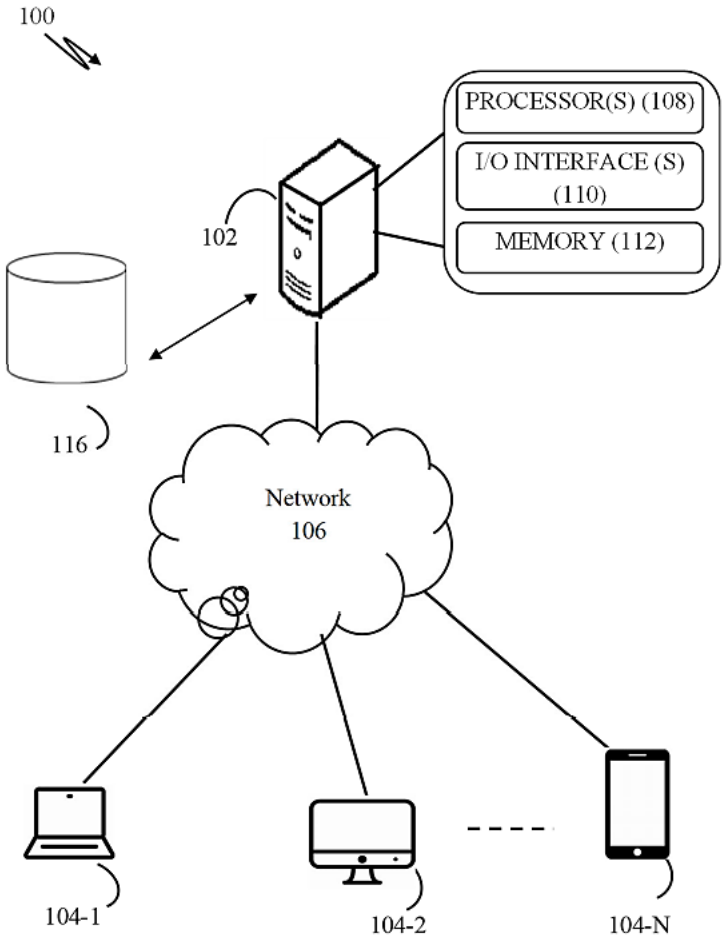

100
PROCESSOR(S) (108)
I/O INTERFACE (S) (110)
MEMORY (112)
102
116
Network
106
104-1
104-2
104-N

Figure 1

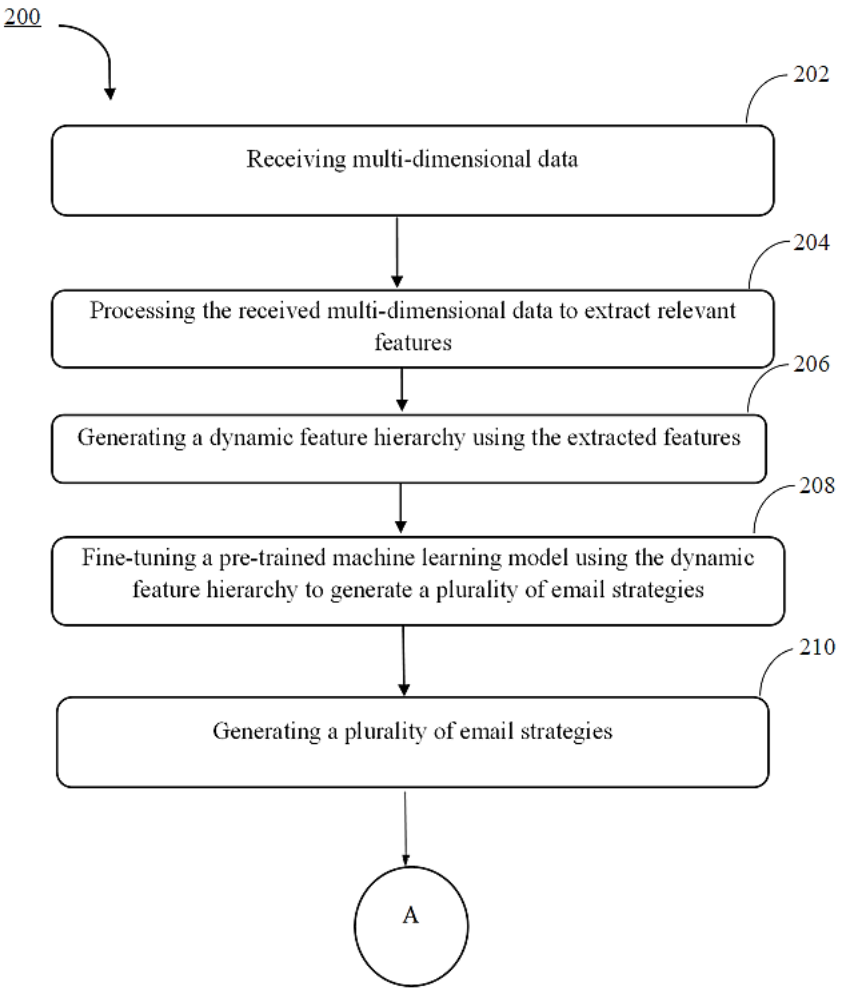

200
202
Receiving multi-dimensional data
204
Processing the received multi-dimensional data to extract relevant features
206
Generating a dynamic feature hierarchy using the extracted features
208
Fine-tuning a pre-trained machine learning model using the dynamic feature hierarchy to generate a plurality of email strategies
210
Generating a plurality of email strategies
A

Figure 2A

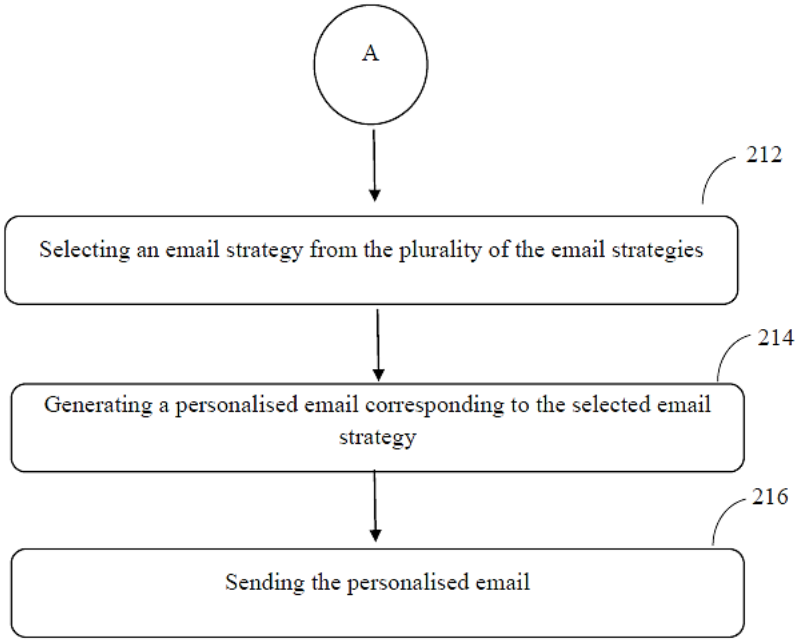

A
212
Selecting an email strategy from the plurality of the email strategies
214
Generating a personalised email corresponding to the selected email strategy
216
Sending the personalised email

Figure 2B

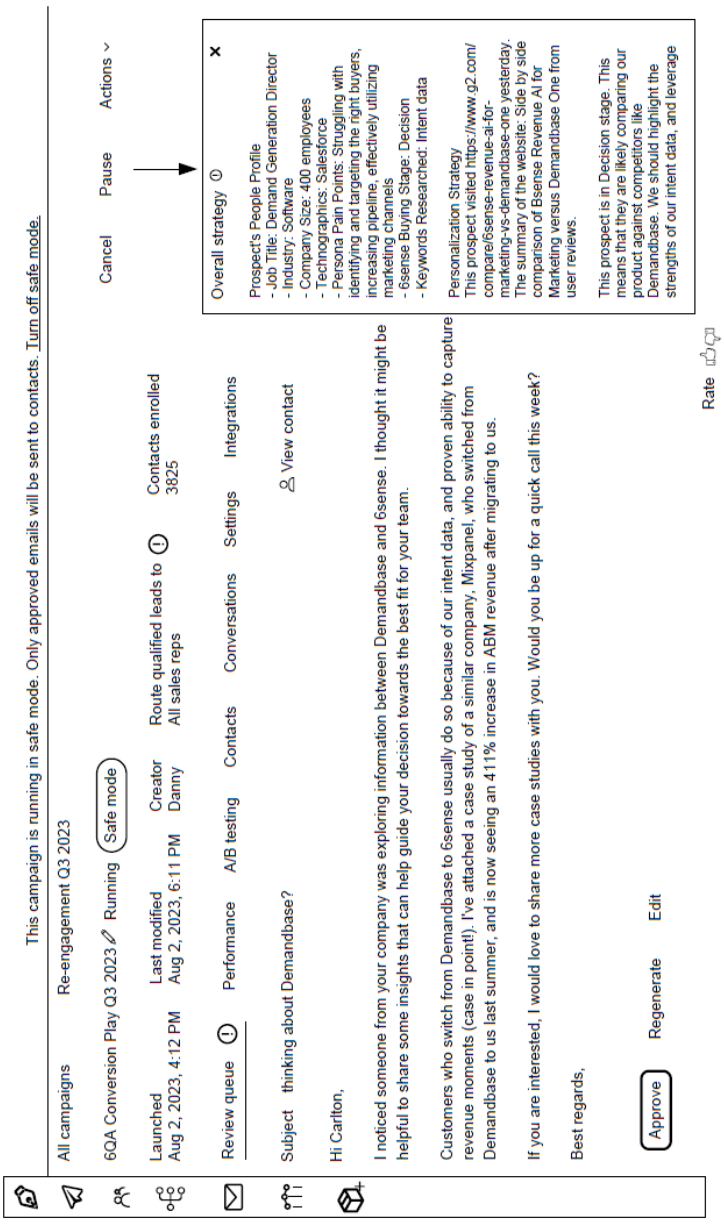

This campaign is running in safe mode. Only approved emails will be sent to contacts. Turn off safe mode.
All campaigns
Re-engagement Q3 2023
Cancel
Pause
Actions
6QA Conversion Play Q3 2023
Running
Safe mode
Launched
Aug 2, 2023, 4:12 PM
Last modified
Aug 2, 2023, 6:11 PM
Creator
Danny
Route qualified leads to
All sales reps
Contacts enrolled
3825
Review queue
Performance
A/B testing
Contacts
Conversations
Settings
Integrations
View contact
Subject thinking about Demandbase?
Hi Carlton,
I noticed someone from your company was exploring information between Demandbase and 6sense. I thought it might be helpful to share some insights that can help guide your decision towards the best fit for your team.
Customers who switch from Demandbase to 6sense usually do so because of our intent data, and proven ability to capture revenue moments (case in point!). I've attached a case study of a similar company, Mixpanel, who switched from Demandbase to us last summer, and is now seeing an 411% increase in ABM revenue after migrating to us.
If you are interested, I would love to share more case studies with you. Would you be up for a quick call this week?
Best regards,
Approve
Regenerate
Edit
Rate
Overall strategy
Prospect's People Profile
- Job Title: Demand Generation Director
- Industry: Software
- Company Size: 400 employees
- Technographics: Salesforce
- Persona Pain Points: Struggling with identifying and targeting the right buyers, increasing pipeline, effectively utilizing marketing channels
- 6sense Buying Stage: Decision
- Keywords Researched: Intent data
Personalization Strategy
This prospect visited https://www.g2.com/compare/6sense-revenue-ai-for-marketing-vs-demandbase-one yesterday. The summary of the website: Side by side comparison of Bsense Revenue AI for Marketing versus Demandbase One from user reviews.
This prospect is in Decision stage. This means that they are likely comparing our product against competitors like Demandbase. We should highlight the strengths of our intent data, and leverage

Figure 3

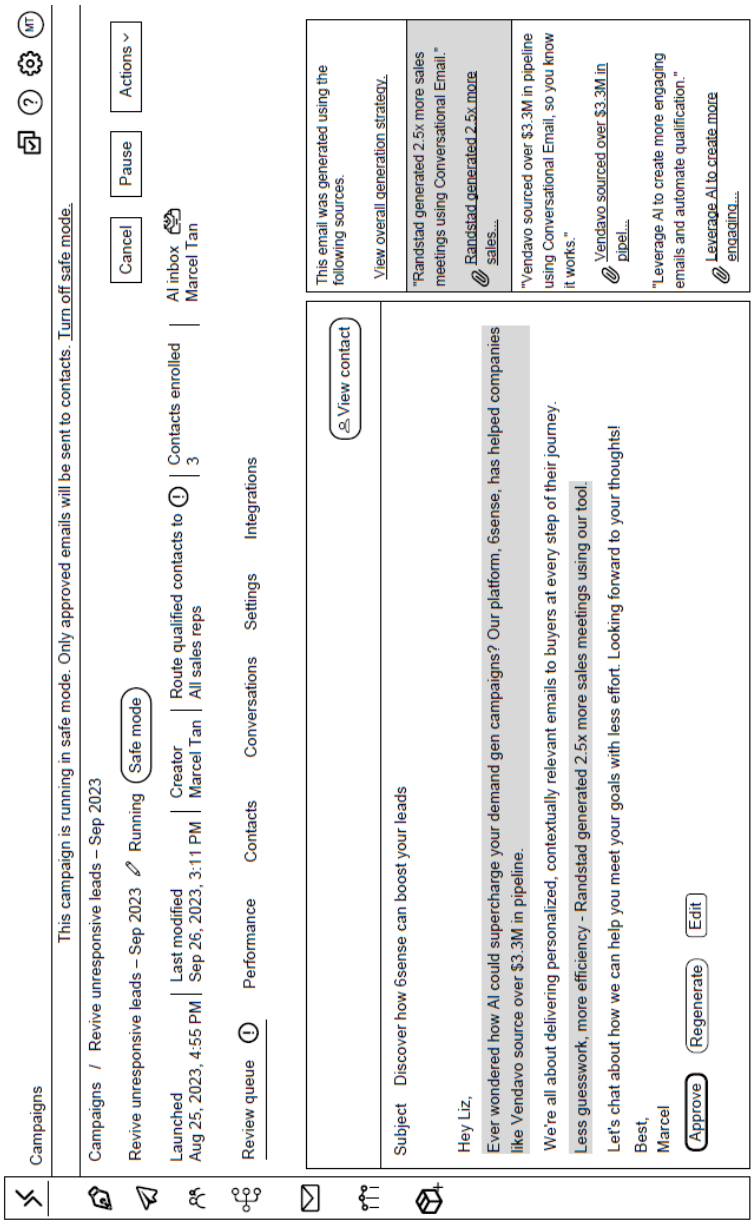

Campaigns
This campaign is running in safe mode. Only approved emails will be sent to contacts. Turn off safe mode.
Campaigns / Revive unresponsive leads – Sep 2023
Revive unresponsive leads – Sep 2023
Running
Safe mode
Cancel
Pause
Actions
Launched
Aug 25, 2023, 4:55 PM
Last modified
Sep 26, 2023, 3:11 PM
Creator
Marcel Tan
Route qualified contacts to
All sales reps
Contacts enrolled
3
AI inbox
Marcel Tan
Review queue
Performance
Contacts
Conversations
Settings
Integrations
View contact
Subject Discover how 6sense can boost your leads
Hey Liz,
Ever wondered how AI could supercharge your demand gen campaigns? Our platform, 6sense, has helped companies like Vendavo source over $3.3M in pipeline.
We're all about delivering personalized, contextually relevant emails to buyers at every step of their journey.
Less guesswork, more efficiency - Randstad generated 2.5x more sales meetings using our tool.
Let's chat about how we can help you meet your goals with less effort. Looking forward to your thoughts!
Best,
Marcel
Approve
Regenerate
Edit
This email was generated using the following sources.
View overall generation strategy.
"Randstad generated 2.5x more sales meetings using Conversational Email."
Randstad generated 2.5x more sales...
"Vendavo sourced over $3.3M in pipeline using Conversational Email, so you know it works."
Vendavo sourced over $3.3M in pipel...
"Leverage AI to create more engaging emails and automate qualification."
Leverage AI to create more engaging...

Figure 4

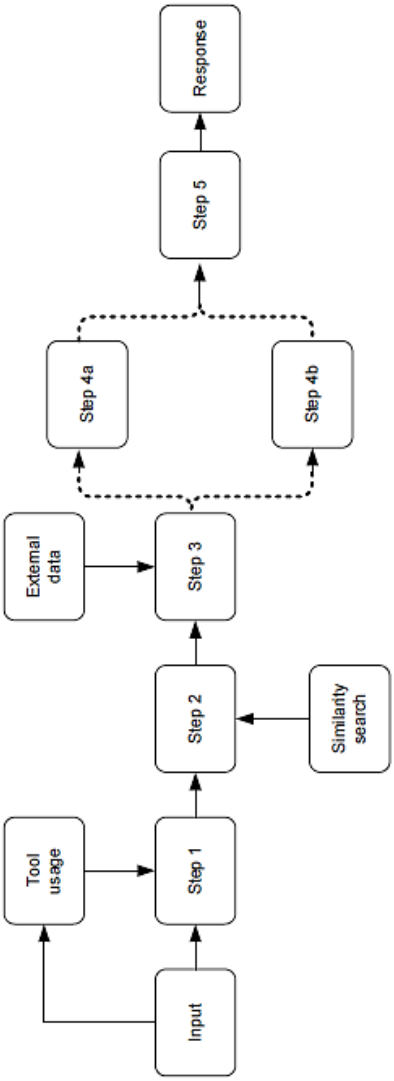

Response
Step 5
Step 4a
Step 4b
External data
Step 3
Step 2
Similarity search
Tool usage
Step 1
Input

Figure 5

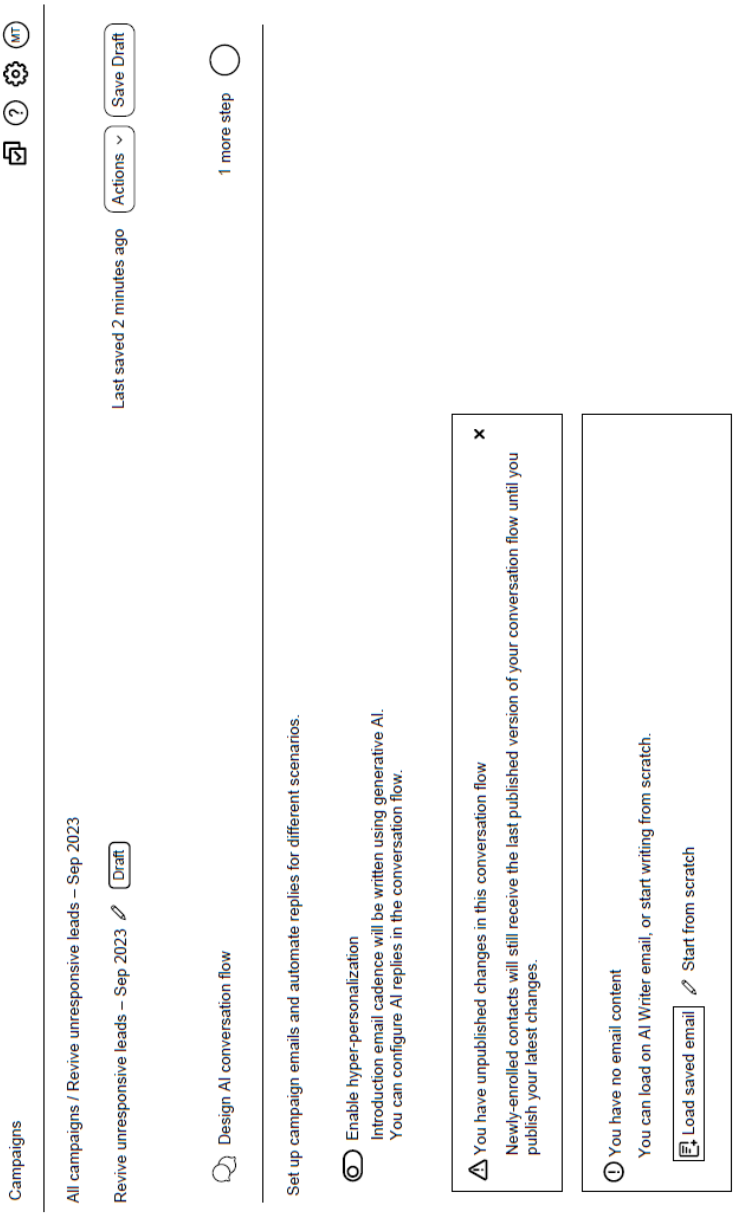

Campaigns
All campaigns / Revive unresponsive leads – Sep 2023
Revive unresponsive leads – Sep 2023
Draft
Last saved 2 minutes ago
Actions
Save Draft
Design AI conversation flow
1 more step
Set up campaign emails and automate replies for different scenarios.
Enable hyper-personalization
Introduction email cadence will be written using generative AI.
You can configure AI replies in the conversation flow.
You have unpublished changes in this conversation flow
Newly-enrolled contacts will still receive the last published version of your conversation flow until you publish your latest changes.
You have no email content
You can load on AI Writer email, or start writing from scratch.
Load saved email
Start from scratch

Figure 6A

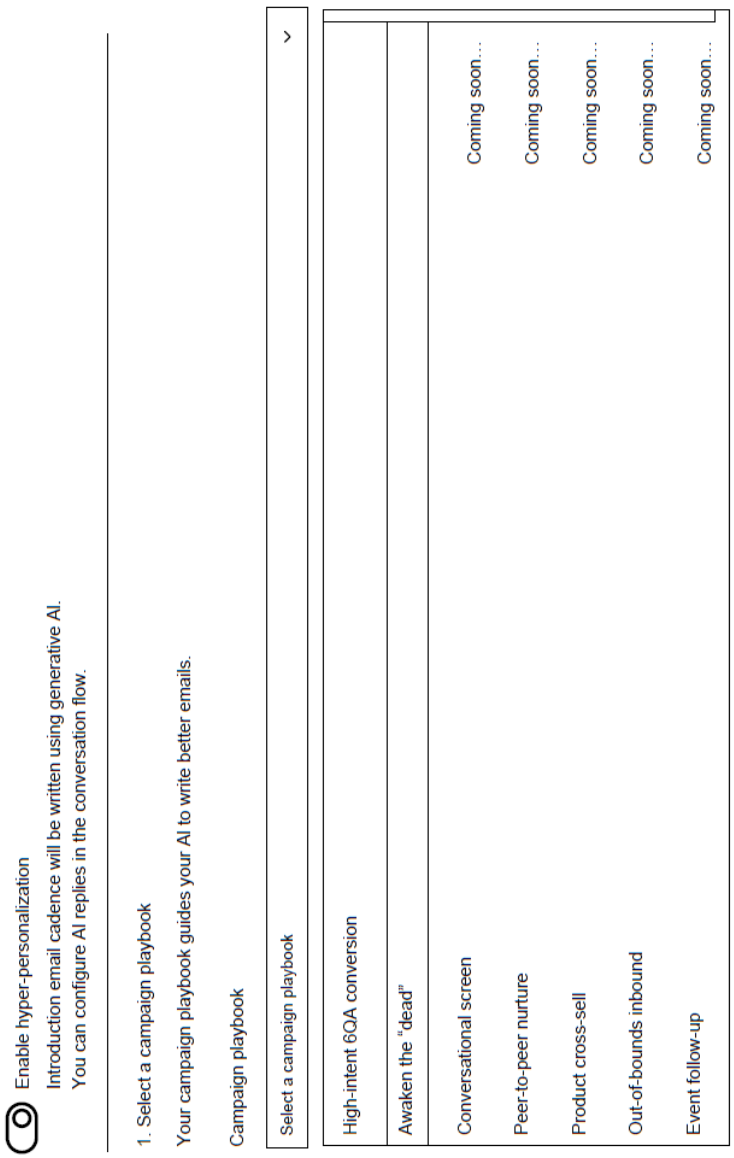

Enable hyper-personalization
Introduction email cadence will be written using generative AI.
You can configure AI replies in the conversation flow.
1. Select a campaign playbook
Your campaign playbook guides your AI to write better emails.
Campaign playbook
Select a campaign playbook
High-intent 6QA conversion
Awaken the "dead"
Conversational screen
Coming soon...
Peer-to-peer nurture
Coming soon...
Product cross-sell
Coming soon...
Out-of-bounds inbound
Coming soon...
Event follow-up
Coming soon...

Figure 6B

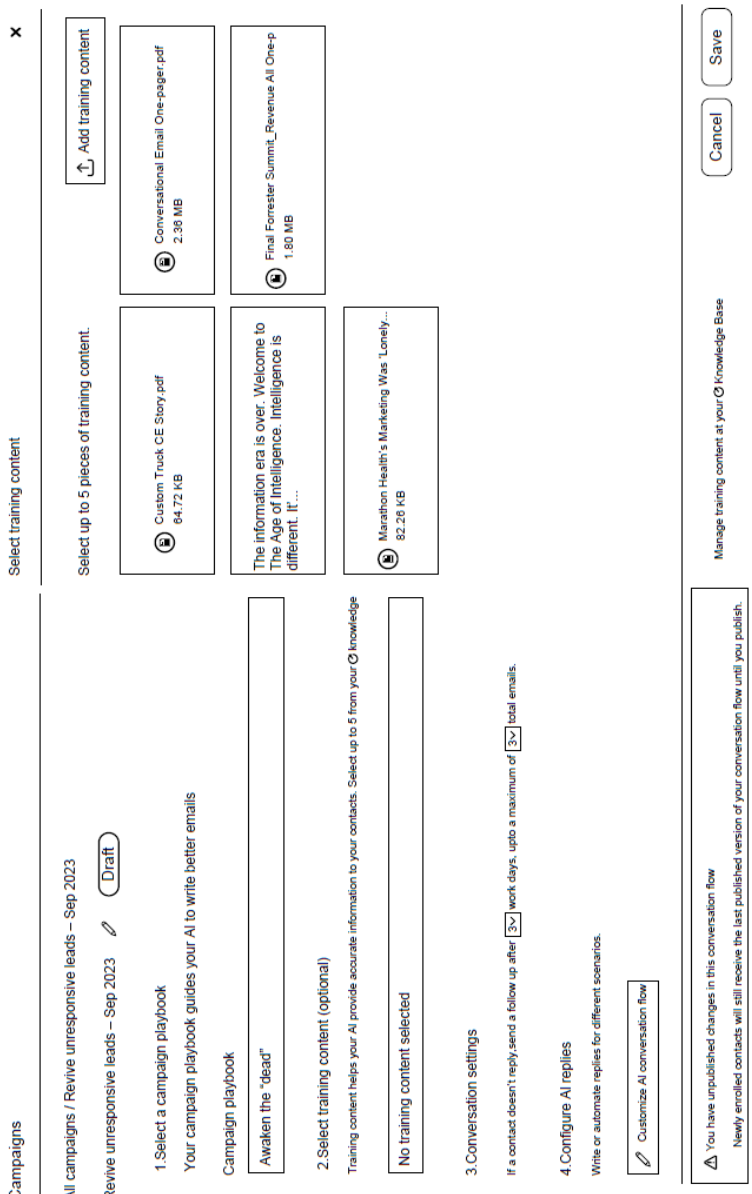

Campaigns
All campaigns / Revive unresponsive leads – Sep 2023
Revive unresponsive leads – Sep 2023
Draft
1.Select a campaign playbook
Your campaign playbook guides your AI to write better emails
Campaign playbook
Awaken the "dead"
2.Select training content (optional)
Training content helps your AI provide accurate information to your contacts. Select up to 5 from your knowledge
No training content selected
3.Conversation settings
If a contact doesn't reply,send a follow up after 3 work days, upto a maximum of 3 total emails.
4.Configure AI replies
Write or automate replies for different scenarios.
Customize AI conversation flow
Select training content
Select up to 5 pieces of training content.
Add training content
Custom Truck CE Story.pdf
84.72 KB
Conversational Email One-pager.pdf
2.36 MB
The information era is over. Welcome to The Age of Intelligence. Intelligence is different. It'...
Final Forrester Summit_Revenue All One-p
1.80 MB
Marathon Health's Marketing Was 'Lonely...
82.26 KB
You have unpublished changes in this conversation flow
Newly enrolled contacts will still receive the last published version of your conversation flow until you publish.
Manage training content at your Knowledge Base
Cancel
Save

Figure 6C

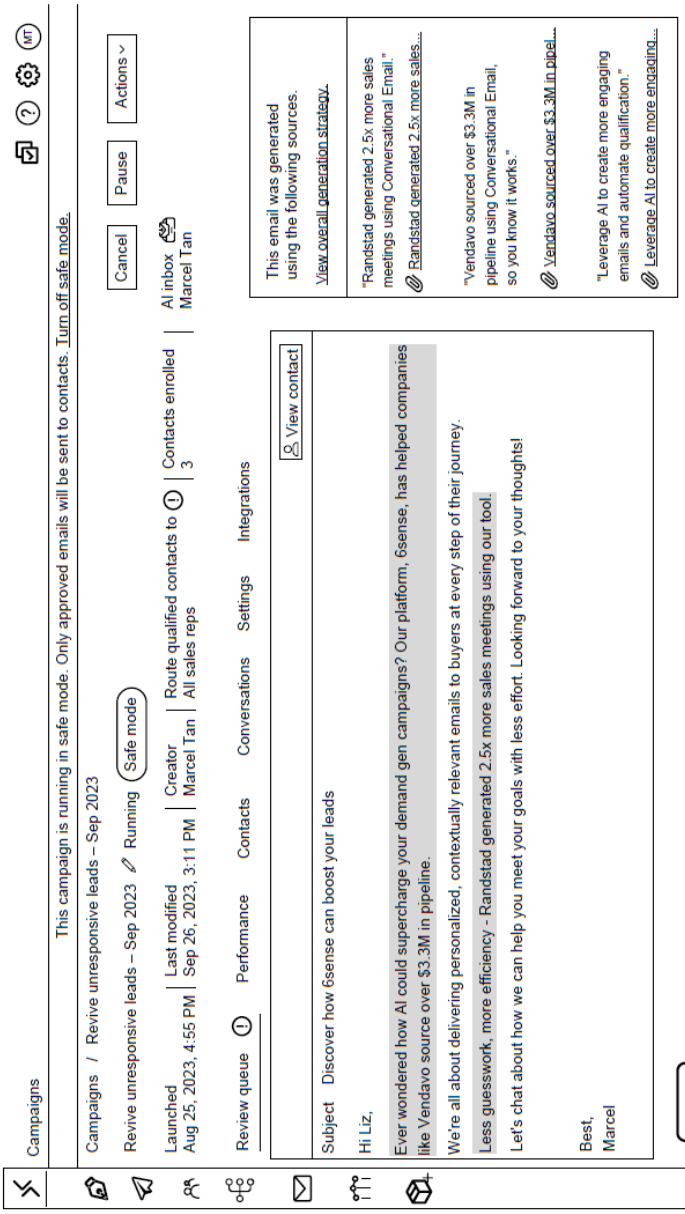

Campaigns
This campaign is running in safe mode. Only approved emails will be sent to contacts. Turn off safe mode.
Campaigns / Revive unresponsive leads – Sep 2023
Revive unresponsive leads – Sep 2023
Running
Safe mode
Cancel
Pause
Actions
Launched
Aug 25, 2023, 4:55 PM
Last modified
Sep 26, 2023, 3:11 PM
Creator
Marcel Tan
Route qualified contacts to
All sales reps
Contacts enrolled
3
AI inbox
Marcel Tan
Review queue
Performance
Contacts
Conversations
Settings
Integrations
View contact
Subject Discover how 6sense can boost your leads
Hi Liz,
Ever wondered how AI could supercharge your demand gen campaigns? Our platform, 6sense, has helped companies like Vendavo source over $3.3M in pipeline.
We're all about delivering personalized, contextually relevant emails to buyers at every step of their journey.
Less guesswork, more efficiency - Randstad generated 2.5x more sales meetings using our tool.
Let's chat about how we can help you meet your goals with less effort. Looking forward to your thoughts!
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Marcel
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Vendavo sourced over $3.3M in pipel...
"Leverage AI to create more engaging emails and automate qualification."
Leverage AI to create more engaging...

Figure 6D