



# 6sense

## DataFox Case Study

### Challenge

When 6sense, a leader in predictive marketing and sales intelligence, was looking to grow outbound sales pipeline generation, they needed a strategic partner.

6sense selected DataFox to expertly find new target accounts and prioritize outreach based on timely company signals.

### Solution

Unlike other solutions in the market, DataFox was able to deliver:

**Conference participants.** With the conference participant information in DataFox, 6sense can plan which events to attend, schedule face-to-face meetings, and follow up with prospects and customers.

**Rich account information.** In addition to robust account information, DataFox also aggregates more than 40 important company signals, such as funding announcements and new hires in specific marketing roles. Getting to prospects at the right time was critical for 6sense.

**Easy-to-use integrations.** Team members at 6sense were able to quickly add DataFox into their existing workflows with the Salesforce integration and Google Chrome extension.

*"Conferences are an important part of 6sense's marketing strategy. Being able to quickly understand who is attending and using it as a reason for connecting with prospects is massively effective."*

*Dasha Vasilyevich  
Sales Development Manager, 6sense*

### Results

"DataFox delivers lots of value to our outbound sales development team. Now, prospect research that previously had taken an hour only takes 2 minutes," says Vasilyeva, who describes herself as a champion for DataFox.

"Every time I have an opportunity among colleagues, I share the success I've had with the platform. Because of its wide range of features, DataFox has allowed me to simplify my sales technology stack, saving me time and resources."

Filter Results

Filters: Start date Oct 10, 2014 - Oct 1, 2016

Name	Sector	Location	Dates	Days Until	Companies Participating
Contech Bus-St-Laurent 2017	Logistics	Bas-St-Laurent, CA	Mar 1, 2017	5 months	58
Contech Abilibi 2017	Logistics	Abilibi, CA	Mar 1, 2017	5 months	70
RSA USA 2017	Networks & Telecom	San Francisco, CA	Feb 13-17, 2017	4 months	616
Logitech West Coast 2017	Information Technology	New York, NY	Jan 31-Feb 2, 2017	4 months	4
CEES 2017	Retail & E-Commerce	Las Vegas, NV	Jan 5-8, 2017	3 months	862
Farmer2Farmer 2016	Agriculture	Omaha, NE	Dec 12-14, 2016	2 months	3
DevRelCon London 2016	Networks & Telecom	London, GB	Dec 7, 2016	2 months	7
Gartner Digital Workplace Summit 2016	Consumer Electronics	Las Vegas, NV	Dec 6-8, 2016	2 months	1
Gartner Application Architecture, Development & Integration Summit 2016	Digital Media	Las Vegas, NV	Dec 6-8, 2016	2 months	20
Gartner Data Center, Infrastructure & Operations Management Summit 2016	Digital Media	Las Vegas, NV	Dec 5-8, 2016	2 months	124
Automotive Tech AD Detroit 2016	Automotive	Detroit, MI	Dec 1-2, 2016	2 months	150
Workers' Compensation and Disability Conference & Expo 2016	Human Capital Management	New Orleans, LA	Nov 30-Dec 2, 2016	2 months	301
Gartner Identity & Access Management Summit 2016	Logistics	Las Vegas, NV	Nov 29-Dec 1, 2016	2 months	28
AWS re:Invent 2016	Big Data & Analytics	Las Vegas, NV	Nov 28-Dec 2, 2016	2 months	159
RSNA 2016	Information Technology	Chicago, IL	Nov 27-Dec 2, 2016	2 months	475
QCC Accelerate 2016	Networks & Telecom	Orlando, FL	Nov 16-18, 2016	1 month	62
Gartner Symposium / I/Expo India 2016	Information Technology	Goa, IN	Nov 15-18, 2016	1 month	34

DataFox Conference Insights

### About 6sense

6sense is a B2B predictive intelligence engine for marketing and sales. The platform accelerates sales by finding buyers at every stage of the funnel.