

# Showpad improved sales rep performance using accurate account hierarchy data.



## THE CUSTOMER

Founded in 2011, Showpad is bridging the gap between sales and marketing by providing a sales enablement platform to drive revenue faster.

## THE CHALLENGE

Showpad was having difficulty managing account assignment and effective reporting due to messy or missing hierarchy data.

## THE RESULTS

Having identified account hierarchy data, Showpad was able to get an accurate view of sellable entities and **eliminate wasted time on accounts** not in a sales rep's territory.

## Challenge: Improve sales rep performance and account assignment

Without an understanding of account relationships, Showpad was struggling to accurately identify which territory a given account belonged to.

On a mission to improve SDR team performance, Showpad needed the necessary data to properly determine account relationships and automate account assignment processes.

## Solution: Upgrade CRM data to link parent accounts and subsidiaries



### Account Hierarchy Data

- Automatically enrich, update, and match accounts to surface subsidiary account profiles
- Effectively link CRM accounts with parent/child account relationship data



### Total Sellable Market

- Effectively filter out accounts owned by banks or PE firms versus those with parent accounts to correctly identify total sellable entities
- Focus sales efforts where purchasing decisions are made



### Data Cleansing

- Ensure accurate sales territory segmentation and eliminate wasted or duplicative sales efforts on prospects with missing relationship data
- The DataFox support team worked to identify thousands of new relationships between existing accounts



“DataFox helped us clean our Salesforce data by standardizing company information and creating a source of truth. We no longer have to worry that our reps are working the wrong accounts and they have a better mechanism to prospect for new companies and prioritize.”



Jason Westerberg  
Global Business Operations



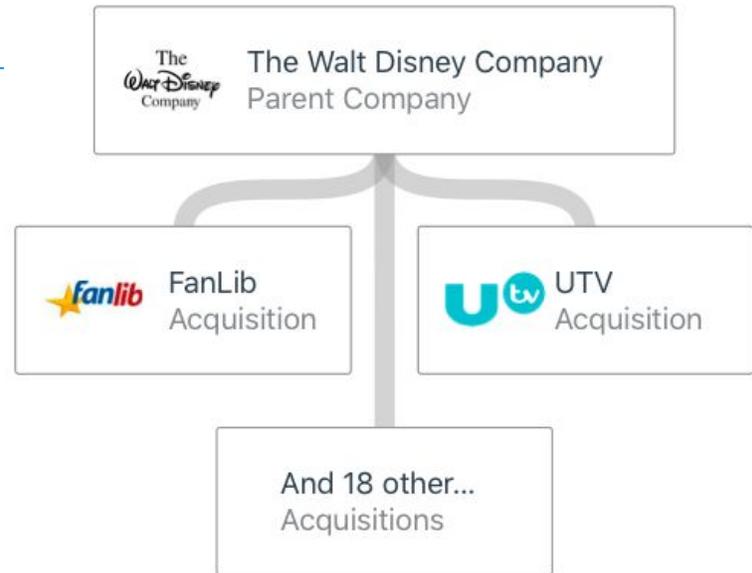
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## Results: Increased rep performance

Automated company data management and account hierarchy data are the key drivers of Showpad's ability to properly balance territories and ensure equal opportunity amongst reps.

With enriched company data on every account, Showpad is able to easily navigate complex corporate hierarchies. Whether it's a subsidiary, investment, acquisition, or other type of relationship, Showpad can position these insights to:

- Eliminate wasted time on accounts not in a sales rep's territory by ensuring accurate territories
- Provide an accurate view of the total sellable entities within any given territory, ensuring more equitable territories to help sales reps be more productive



**33,574**

Accounts enriched with industry description, location, and headcount

**832**

Missing parent accounts identified

**2,057**

New parent-child relationships created