

SparkPost grew revenue and improved retention by operationalizing a target account strategy.

SPARKPOST

THE CUSTOMER

Founded in 2014, SparkPost provides a cloud API solution that enables applications and websites to send and receive emails.

THE CHALLENGE

The SparkPost team needed a consistent and accurate way to focus sales, marketing, and customer success efforts on target accounts.

THE SOLUTION

- Account Data Management
- Account Scoring
- Growth Signals

THE RESULTS

A customizable account scoring model allows SparkPost to prioritize target accounts and improve efficiency by focusing marketing and sales resources on the same accounts.

Challenge: Focus and align resources on high-value prospects

The SparkPost team lacked a standardized measure of account quality and was wasting valuable time and resources on accounts not in their target market.

Looking to focus sales, marketing, and customer success efforts on the same target accounts, SparkPost needed a strategic partner to score accounts and prioritize high-value prospects.

Solution: An account scoring model to surface target accounts



Account Data Management

- Human-verified and AI-powered account data is automatically enriching, updating, and managing data quality in real-time
- Seamlessly sync data-rich accounts to your Salesforce and eliminate time spent manually researching data



Account Scoring

- Create and apply weights to enriched data points and score accounts based on your ideal customer profile criteria
- Validate account quality based on your customized account score to prioritize and align resources on high-scoring accounts



Growth Signals

- Choose from 68 structured signal types to get real-time alerts whenever a prospect reaches a key milestone
- Signals can alert customer success teams of potential churn risks, such as major layoffs, to ensure high retention rates



DataFox allows us to achieve high growth objectives by surfacing target accounts without thousands of hours of data cleanup.



Daniel Chalef
SVP of Growth



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Results: Increased productivity on target accounts

A controllable and transparent account scoring model gave SparkPost the ability to root scoring criteria in ICP traits and surface accounts in their target market. Combined with signal data, teams could focus on high-value accounts and regain valuable time lost to manual prospecting. This enabled SparkPost to:

- **Increase conversion rates**, from acquisition through renewal
- Sales reps spend **less time researching** and finding accounts and **more time on selling** and outreach
- **Improve campaign ROI** by enabling meaningful segmentation

1,300

New target accounts identified

41,000

Accounts enriched with updated data points

1,100

Marketo leads/week enriched with company size, location, and industry

SCORING CRITERIA

WEIGHT

CUSTOM SPREADSHEET "Accounts referred by Partner" X	- 50 +
DATAFOX Industry: Enterprise SaaS X	- 45 +
YOUR CRM Sales Activity: 3+ Past Opportunities X	- 35 +
DATAFOX Technographics: Uses A Competitor X	- 25 +
YOUR CRM Marketing Activity: 3+ Leads X	- 15 +
..... DETRACTORS BELOW THIS LINE	
CUSTOM SPREADSHEET "Countries we do not sell to" X	- 50 +
DATAFOX Firmographics: <50 Employees X	- 30 +

