DataFox

Tealium cleansed their CRM data to craft a custom account scoring model and data-driven territories.

TEALIUM

THE CUSTOMER

Tealium powers the new era of real-time customer engagement and marketing, enabling global businesses to unlock their customer data and create more meaningful, relevant customer experiences.

THE CHALLENGE

Faced with corrupt account data, Tealium was unable to find and prioritize target accounts - without this insight accounts were being unfairly distributed to reps.

THE SOLUTION

- Account Data Management
- Account Scoring
- Balanced Territories

THE RESULTS

Tealium implemented an account scoring model to inform territory segmentation and **increase SDR-created pipeline by 20%.**

Challenge: Equal opportunity in every sales territory.

Struggling with attrition and stalled opportunity creation, Tealium needed to overhaul the legacy territory structure that was hindering their sales organization.

To design equitable territories and restructure account divisions, Tealium needed to first segment and score accounts based on accurate data.

Solution: Design territories by the concentration of target accounts.

Tealium chose DataFox because they needed a strategic data partner who could provide accurate company data and help them build a strong data foundation.

CRM Data Management	Account Scoring	Balanced Territories

CRM Account Enrichment and Recurring Data Refresh

After pinpointing specific data issues in their CRM, Tealium eliminated over 20 thousand duplicate, empty, or inaccurate account records. Then, by integrating AI-powered and human-verified company data, Tealium enriched account data and ensured accurate data with DataFox's ongoing, automatic data updates.

Credible Account Scoring

Proprietary growth signals, such as funding and executive hires, are significant indicators of buyer behavior. Combining firmographic data and signal data, Tealium crafted their own accurate account scoring model.

Balanced Territory Design

Having identified and prioritized target accounts, Tealium is able to design territories by the distribution of top-tier accounts and evenly assign an equal number of top-tier accounts to every rep.

> Equitable territory design is an exercise in optimization that required my own account scoring model. To get there, I needed high-quality data integrated into my CRM.

Laurie Schrager
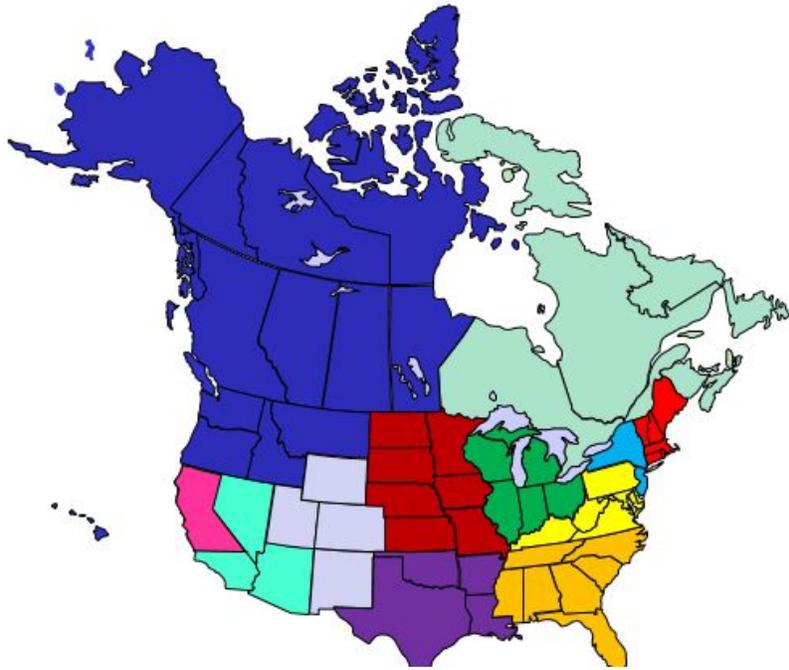*Vice President of Global Revenue Operations*

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Tealium cleansed their CRM data to craft a custom account scoring model and data-driven territories.

Results: Increased sales efficiency and productivity

With a clean data foundation and enriched accounts, Tealium was able to create an accurate account scoring model that enabled data-driven territory design and equitable account distribution among reps.

"The hardest part is matching accounts from your various providers, because there is no unique identifier across all systems. How do you map one account to the other, when you have 35 thousand accounts? DataFox was cri.cal helping me establish that 1:1 matching."

- In 2016, 49% of new business opportunities were created by SDRs

- In 2017, 60% of new business opportunities were created by SDRs

46,211
Accounts enriched with technographic, firmographic, and signal data

143,535
Leads synced with account data

4,249
New accounts pushed to Salesforce

> *We wanted each sales person to be incredibly successful. Crafting fair and equitable territories finally enabled them to be.*

Laurie Schrager
*Vice President of
Global Revenue Operations*

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