

DATABOOK

# STRATEGIC RELATIONSHIP MANAGEMENT

UNCOVER THE MOST VALUABLE STORY  
FOR EVERY ACCOUNT IN MINUTES

Come prepared with the right story for the right person  
at the right time - all from the customer's point of view.

Databook's SRM platform interprets billions of financial  
and market data signals to generate actionable sales  
strategies. Connect your solutions to your buyer's  
financial pain, urgency and operational priorities.

## CREATE, MANAGE, & MAINTAIN YOUR STRATEGIC RELATIONSHIPS:

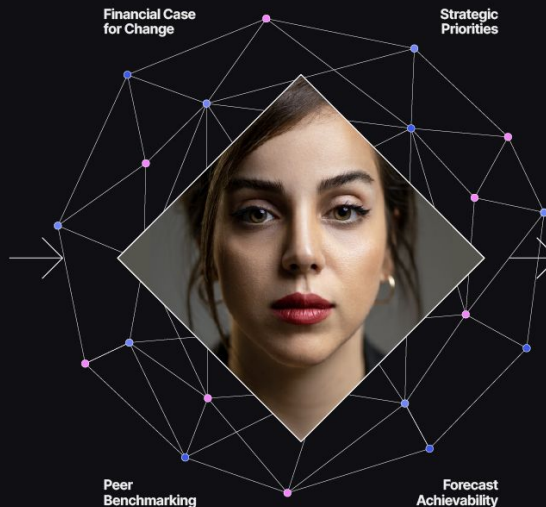
- ✓ Guided account planning
- ✓ Resonant sales engagement
- ✓ Continuous territory management
- ✓ Integrated account-based marketing

### DATA SIGNALS



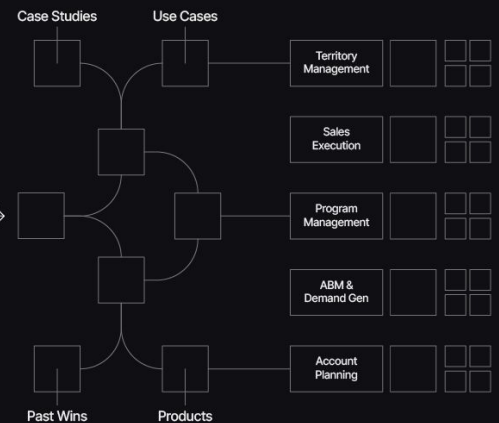
### AI + INSIGHTS CLUSTERS

### BUSINESS VALUE GRAPH



### DYNAMIC GTM STRATEGY

### GTM APPLICATION



**2.7x**  
PIPELINE  
INCREASE

**2.5x**  
AVERAGE  
DEAL SIZE

**15%**  
HIGHER  
CONVERSION

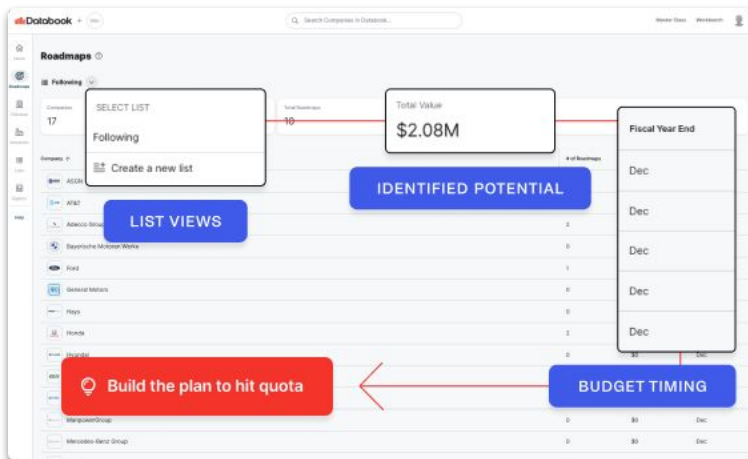
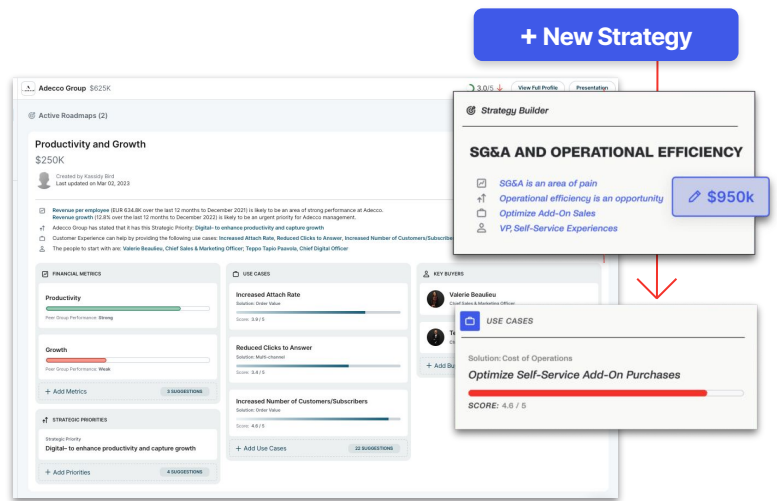
**54%**  
SHORTER  
CYCLES

**90 DAY**  
PAYBACK  
PERIOD

**90%**  
TIME SAVED PER  
ACCOUNT PLAN

# ACCOUNT PLANNING & MANAGEMENT

Automate and organize account strategy creation. Automatically update strategies based on account updates. Align account teams around the best opportunities and messages.

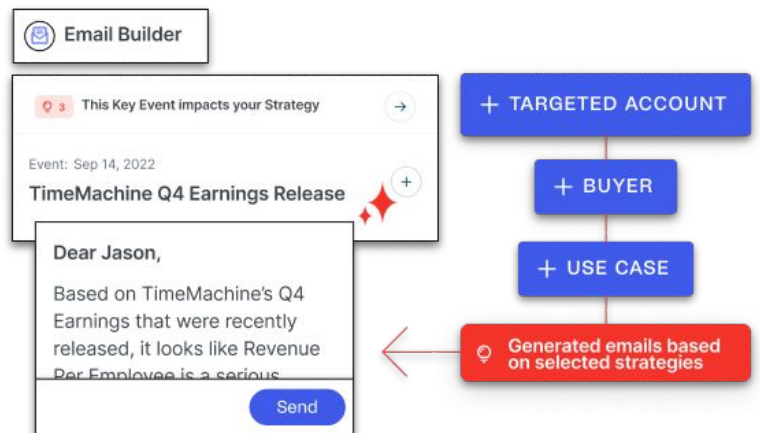


# TERRITORY MANAGEMENT

Create more equitable territories. Get early visibility into future pipeline. Scrutinize your forecast based on business health.

# SALES ENGAGEMENT & EXECUTION

Access and engage with executives. Automate on-brand 1:1 slideware. Develop personalized points of view 80% faster. Access one-click downloads for customer financials.



*"Databook has been a valuable, sales-enabling partner in driving digital transformation and revenue growth within our US business."*

**TRACY GALLOWAY**

CVP & COO, Marketing and Operations

Microsoft

**TAKE THE TOUR**