



CLOSED-LOOP ACCOUNT SELECTION FOR AN ACCOUNT-BASED STRATEGY

**Natively select, tier, and report on your
Account-based strategy from within Salesforce**

Funnel Gauge takes the guesswork out of selecting accounts for your account-based strategy by aligning sales and marketing around your top tier accounts. With account-level analytics, you will know that your team's efforts are properly tracked and will provide insight on refining your account selection strategy.

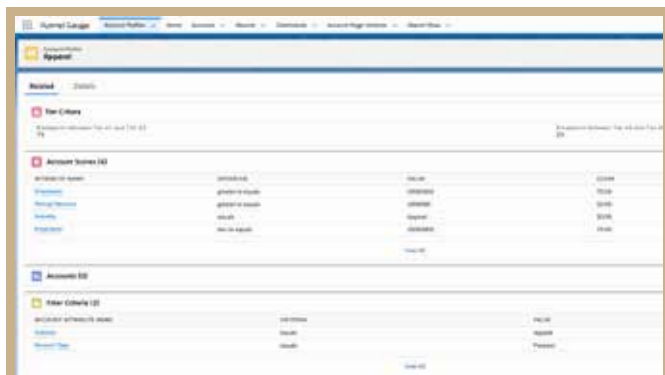
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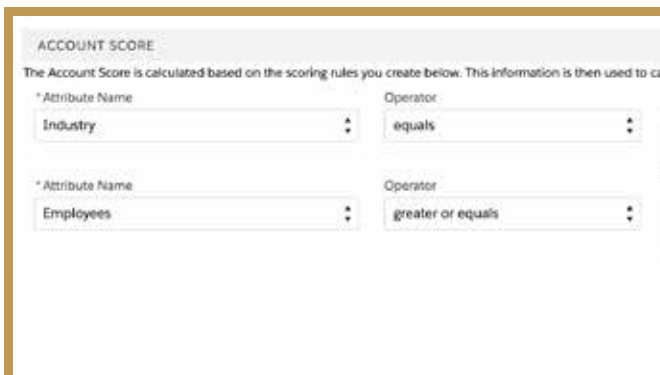
Request a demo: funnelgauge.com/request-demo

Which Accounts Should Your Account-based Efforts Target?



Build Ideal Customer Profiles Within Salesforce

Define the attributes of your Ideal Customer Profiles from within Salesforce and label each account with the correct Profile and Tier.



Score Your Target Accounts Based on Demographics and Behavior Attributes

Build a custom account scoring model based on Account-level behavior data and Account, Contact, and Opportunity attributes.



Align Sales and Marketing to Your Target Accounts

Put your sales and marketing teams on the same page by maintaining an authoritative source of target accounts.



Super Charge Your Analytics With Account-Based Metrics

Report on accounts as they move through your account funnel and track multiple engagement for a single account.