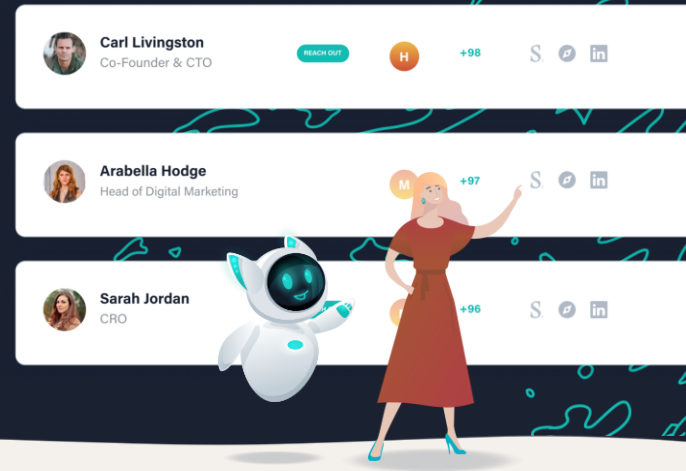




Sales Intelligence for Gong

Drive revenue with your conversations using AI-driven insights.



Transform Sales Engagement – Prioritize, Personalize, and Perform Better

Say goodbye to one-size-fits-all buying experiences, and say hello to personalized, account-driven intelligence for prospect prioritization and engagement. 6sense is bringing sellers deep account and contact insights directly within Gong to **precisely target in-market accounts and curate personalized engagement.**

With just a few clicks, reps can prioritize in-market accounts, uncover the right buying team members, and deliver timely, relevant messaging. Sellers can extract these insights from 6sense, and then add key buyers into the appropriate Gong Engage Cadence.

Unlock a new level of seller productivity with the full power of targeted, data-driven sales with 6sense and Gong.



Increase rep productivity with prioritized in-market accounts

6sense Sales Intelligence surfaces hot accounts and contacts on prioritization dashboards inside of Gong. Keep reps focused on the best opportunities with the most likelihood of success.



Ensure every interaction is relevant and engaging to buyers

Tailored talking points, intent keywords, and firmographic details help reps identify what buyers are most interested in so they can personalize engagement.



Multi-thread across active buying team members

6sense surfaces true buying team members and helps reps triangulate anonymous contacts, all with options to acquire multiple contacts in one buying team or across accounts.

Leverage 6sense insights and workflows throughout Gong Engage

This simple but effective integration enables sellers to quickly research and engage buyers in real-time with personalized content that will move them to the next stage in the buying process. Sellers can work out of the 6sense Sales Intelligence application for quickly adding contacts to Cadences or access 6sense insights and contact data embedded in Gong.

Focus on Revenue Driving Activities

6sense highlights key actions a seller can take to move the needle at each account. Users can reach out to possible buying team members with insider knowledge about their buying activity as a jumping off point for conversation.

Actions 10 Items

- Reach out to these **10 people** who interacted with recent marketing email
- Take a look at these **top 9 people** trending up in engagement
- Act on these **top 5 engaged people** that haven't yet been contacted by sales
- Take a look at these **top pages** that people from this company are focused on
- Consider **these keywords** that are top-of-mind for the buying team
- Focus your efforts on people with high intent in **these locations**

Identify & Acquire Buying Team Contacts

Dive into the Persona Map inside the Account Details Page to uncover new buying team members and unlock their contact information. Sellers can find and contact key people inside their accounts with ease.

6QA
Hot Account Maintain Engagement

Insights

Work +1-515-555-5555

Talking Points 5
Value Card: Revenue/Sales Ops Leader resear...

Account & People Insights Ensure Every Interaction Shows Value and Drives Revenue

All relevant 6sense Sales Intelligence insights, are available alongside Account pages in Gong, helping sellers understand what buying groups are researching, competitive interest inside accounts, and talking points to demonstrate value to buyers.

6sense's AI-predictive analytics also enable sellers and marketers to align on which accounts to pursue – and when to initiate campaigns and direct engagement effectively. 6sense lets sellers see when accounts are engaging with marketing content as well as keywords across the web.

About 6sense

6sense reinvents the way organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, targets the right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers, sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably. 6sense has been recognized for its market-defining technology by Forbes Cloud 100, G2, and TrustRadius.