



Subscribed



Demo Booked

# How high growth companies turned their website into a revenue engine



Signed Up



Registered





# Marketer turned Founder

 → ●● sequel.io



# The shift to **owned** channel.



# Carta Classroom

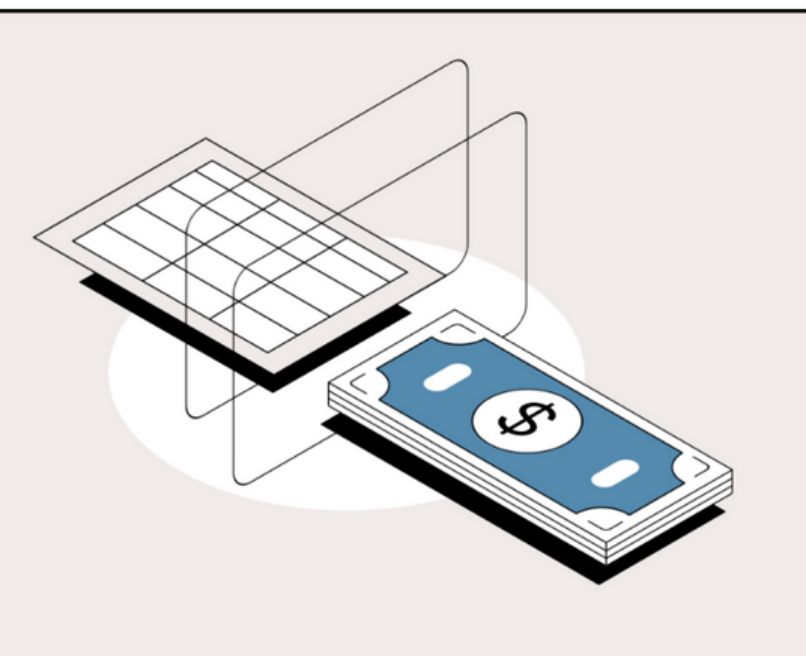
Welcome to your space to learn everything equity, venture capital, ownership, and the Carta platform.



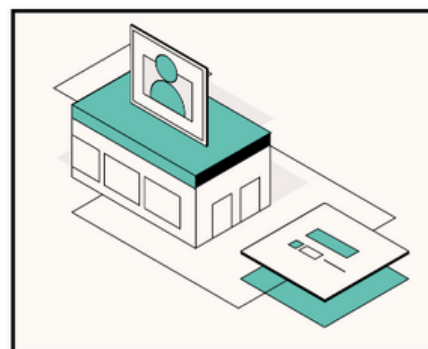
## Equity 101

Learn everything you need to understand and navigate the power of equity, one step at a time.

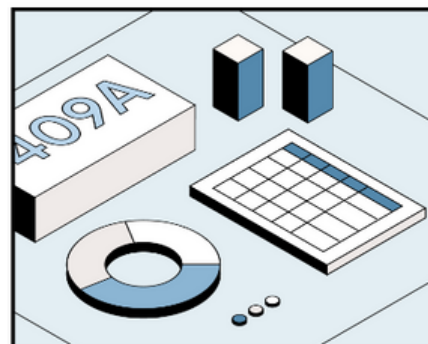
Start learning →



The qualified small business stock (QSBS) tax benefit



What are stock options and how do they work?



What is a 409A valuation?



What is a cap

JOIN US

# Meet the Carta team at an upcoming event

We host, attend, speak, and sponsor events frequently. If you're attending any of these events, let us know—we'd love to meet you and chat about the future of equity.

## Carta Equity Summit 2022

LIVE Running time 01:27:35



Henry Ward



Tope Awotona

### Chat

Event

▼ Pinned

virginie descamps  
Calendly is a game changer for productivity

👍 2

AS Alex Soto  
Love Calendly. Using it right now to schedule a meeting.

😄 3

VP Victor Pierre Melendez  
@alexsoto Agreed, Calendly is game changing!

❤️ 1

VP Victor Pierre Melendez  
- meant @virginie

CL Chandler Lewis  
I LOVE CALENDLY!!

CL Chandler Lewis  
It powers my life!

AA Adeshina Adewumi  
Great to put a face to the name; Tope Awotona

Join the conversation...



powered by sequel





# Welcome to the Salesloft Content Hub

Ready to start earning more? Start  
learning more.

## State of Revenue Engagement Benchmark Study

RESEARCH REPORT

FEATURED POST

### 2023 State of Revenue Engagement Benchmark Study

12 min read  
September 13, 2023

## State of AI in

RESEARCH REPORT

FEATURED POST

### State of AI in Sales Re

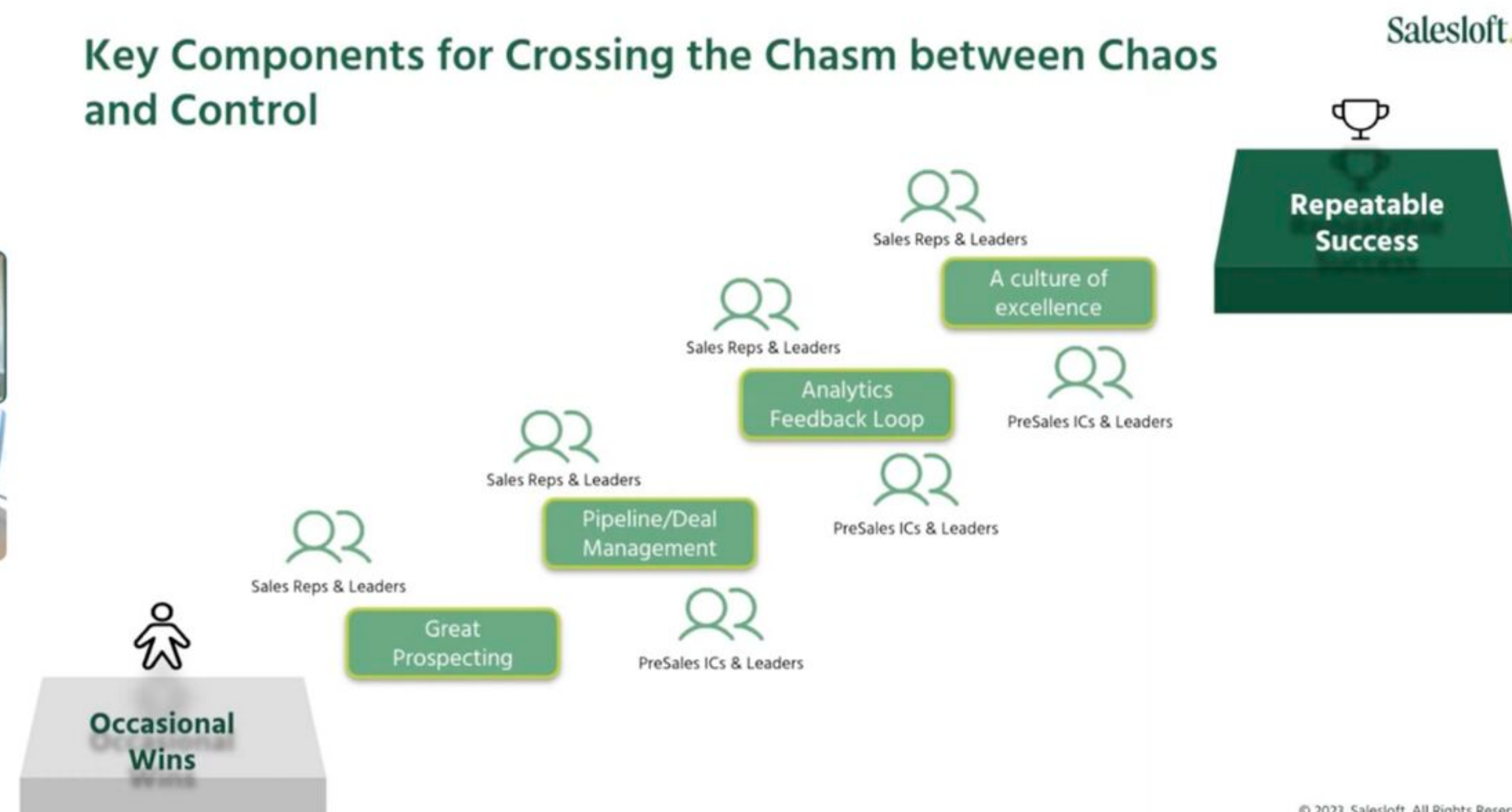
5 min read  
July 27, 2023



## From Chaos to Control: The Expert Guide to Prioritizing Your Sales Workflow

NOT LIVE Event has ended

### Key Components for Crossing the Chasm between Chaos and Control





# State of SaaS Onboarding 2023

As we do every year, our team at Userpilot ran an onboarding flows of over 100 SaaS Tools to find the best practices of... you guessed it – user onboarding.

Read our 2023 report below to learn how your onboarding compares to other SaaS companies and where you can find some inspiration.

Let's dive in!

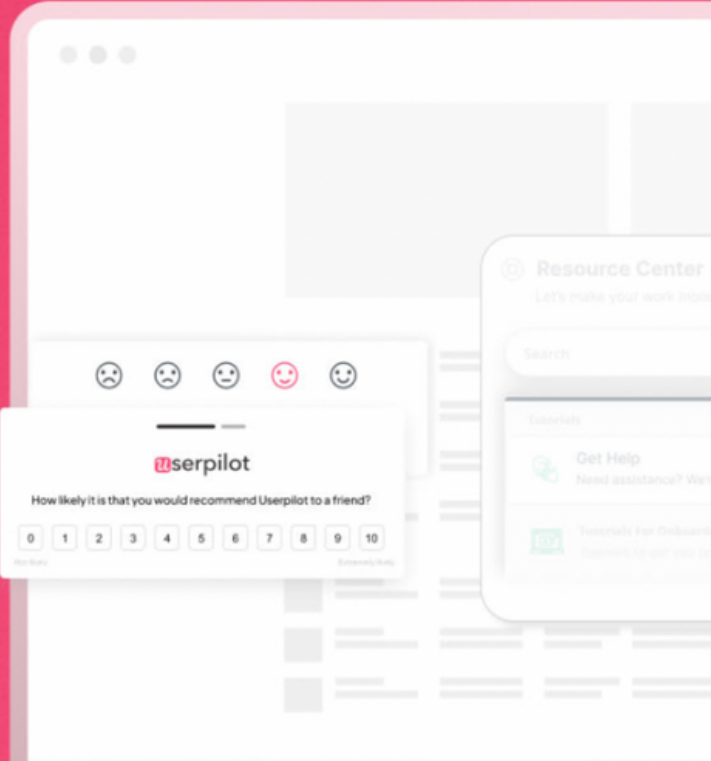
5 ways how to use microsurveys in your SaaS  
Tuesday, December 19, 2023 | 11:00 AM

50 days 0 hours 14 minutes 31 seconds



Lusine Sargsyan  
Userpilot

## 5 Ways How to Use Microsurveys in Your SaaS



### Register for the event

Fill in the form below to register for this event. You will receive a confirmation by email.

First Name \*

John

Last Name \*

Doe

Email Address \*

johndoe@email.com

Company name \*

0/20

Enter your answer

☐ I agree to the Terms and Conditions \*

☐ I agree to the Privacy Policy \*

Register

I already have a Join Code

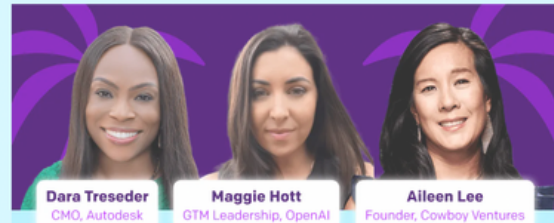
https://run.acmelabs.io

Conversion Left to Right



# Three ways to be a S

12+ AI and marketing experts. \$10,000 grand prize



## CMO PANEL

### VIRTUAL PREMIERE (10/24, 9-11AM PT)

AI leaders and CMOs reveal their vision for the future of AI in marketing.



### THE GAME (10/24-11/9) 9AM PT DAILY)

Learn from AI practitioners to the \$10,000 grand prize.

## Learn from marketing experts like.



**Maggie Hott**  
GTM Leadership



**Dara Treseder**  
Chief Marketing Officer




## SURV-AI-VOR PREMIERE

### Surv-ai-vor Virtual Premiere


**LIVE** Running time 00:47:29




### > Chat


 I totally feel that as an IC

 2


 Will Watkins  
Eat you frogs first thing in the morning ;-)

 Kiko Estrada  
Hello! LA Based engineer here interested in AI. Hoping to connect with you all!  
<https://www.linkedin.com/in/kiko>

 1

 Will Watkins  
Good principle of continuous learning

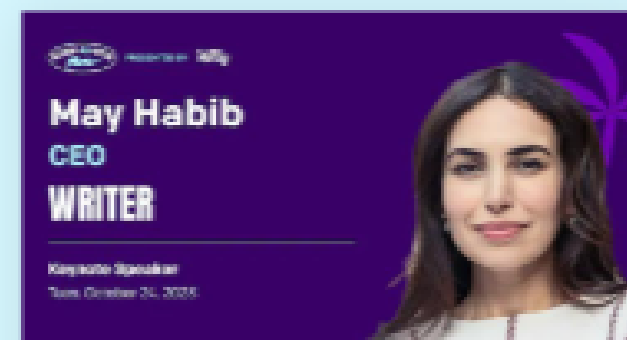
 1

 Karolina Jasinska  
Content & Creative ops person here from London, UK, happy to connect!  
<https://www.linkedin.com/in/karolina-jasinska-certddm/> 😊

Join the conversation...

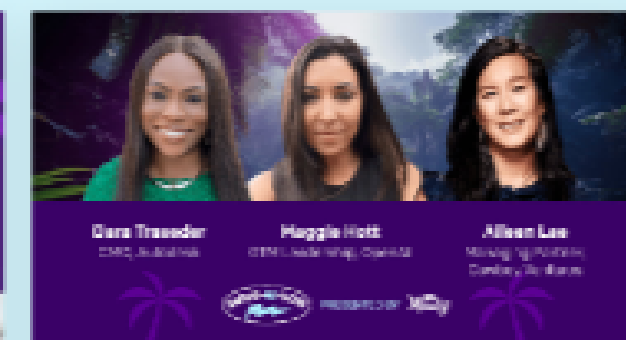


powered by 



### Keynote: May Habib, CEO of Writer 9 AM PT / 12 PM ET

Learn about what AI advancements are around the corner and what it means for marketers.



### Panel: GTM Leadership 9:45 AM PT / 12:45 PM ET

Get an inside view into how GTM leaders are thinking about AI and the future of marketing.



### Episode 1: Marketing Accelerators 10:30 AM PT / 1:30 PM ET

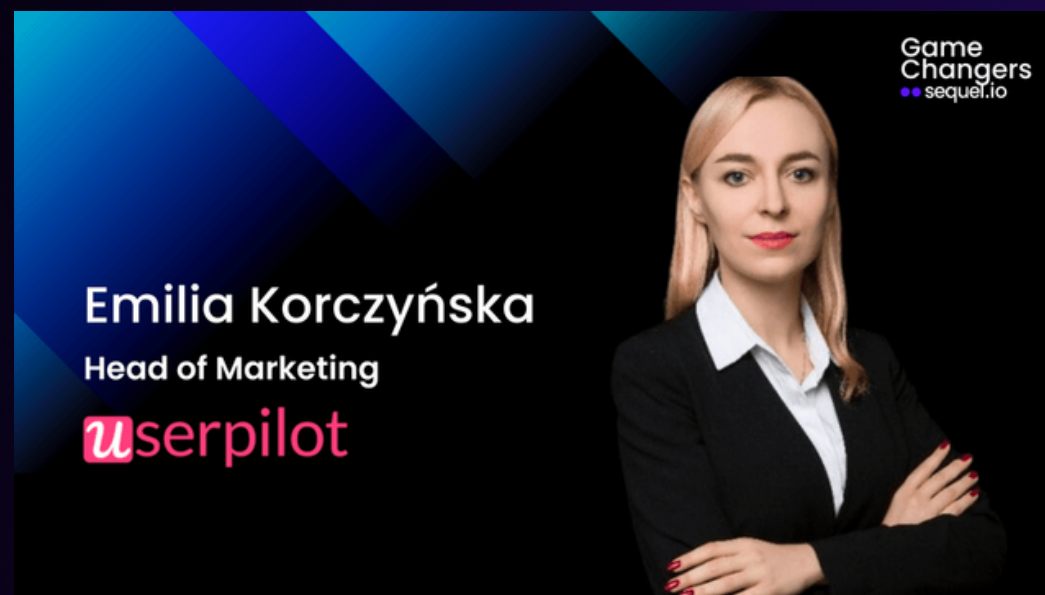
Let the games begin! Learn how to identify and accelerate your marketing advantages.



Our website drives  
**82% of our revenue**




# Game Changers





# Behavioral first-party data is the most valuable data asset you have

TOP LIVE MOMENT




Starting at  
00:001:23

101 chats

101 chat reactions

339 live reactions




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00:001:23

101 chats

101 chat reactions

339 live reactions



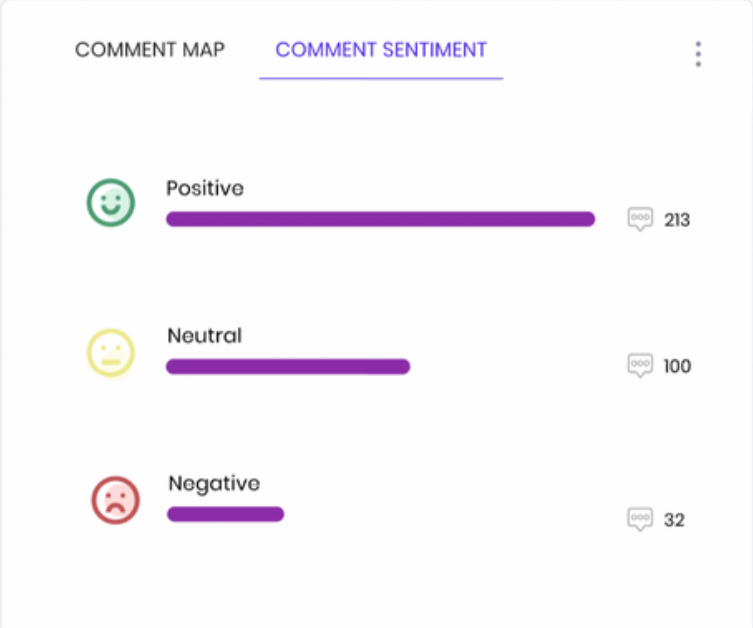
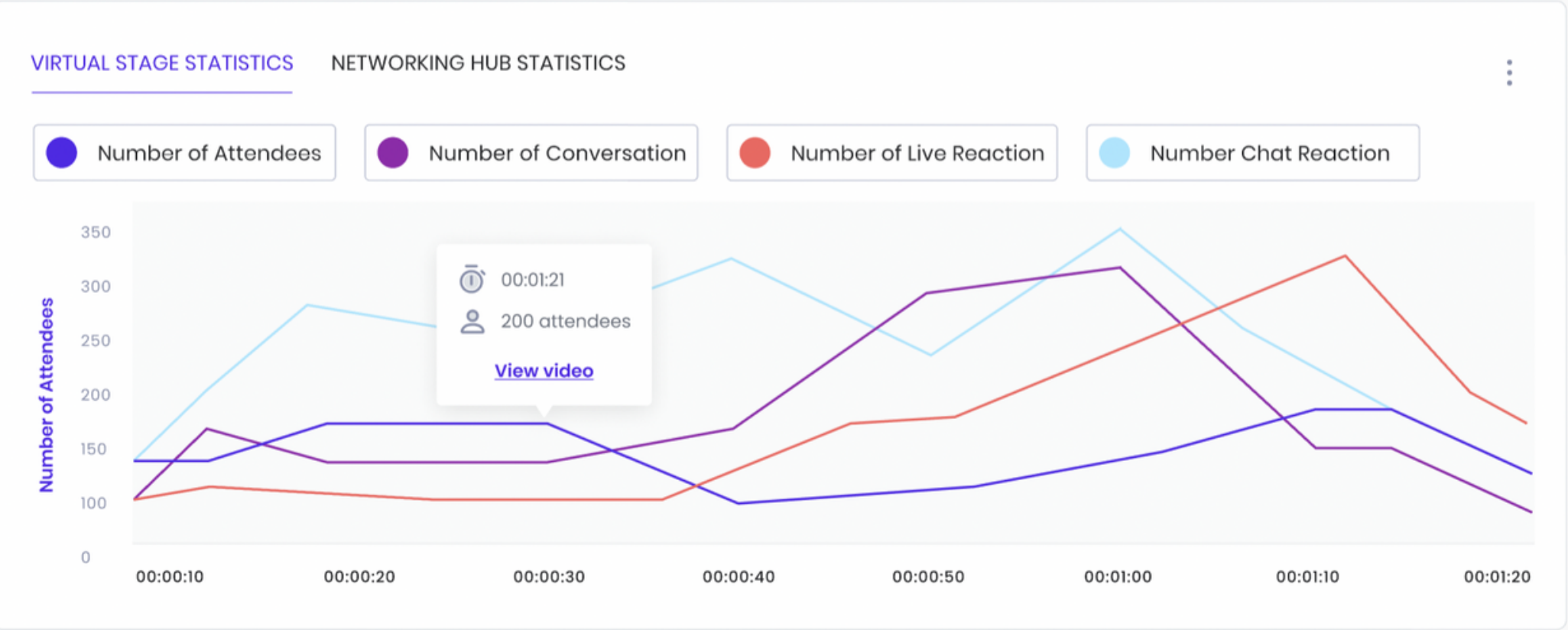
Starting at  
00:001:23

101 chats

101 chat reactions

339 live reactions

All Chats



POLLS

Q&A

What's your favorite food today?

4 votes

What's your favorite food today?

4 votes

What's your favorite food this is a long question ?

4 votes

What's your favorite food this is a long question ?

4 votes

What's your favorite food today?

4 votes

What's your favorite food today?

4 votes

What's your favorite food today?

4 votes

What's your favorite food today?

4 votes

TOP EVENTS

TOP ATTENDEES

TOP CIRCLES

Name	Email					Number of Events	Last Event
Marie Smith	marie@gmail.com	2	2	4	7	Event title	Event title
Marie Smith	marie@gmail.com	2	2	4	7	Event title	Event title
Marie Smith	marie@gmail.com	2	2	4	7	Event title	Event title
Marie Smith	marie@gmail.com	2	2	4	7	Event title	Event title
Marie Smith	marie@gmail.com	2	2	4	7	Event title	Event title



# IBM (Intent-Based Marketing) is the new ABM





**Oana Manolache**  
Founder & CEO

●● sequel.io

