



4 Pillars of Marketing & Sales Alignment

*How We Do It At HockeyStack



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Account Executive



Drew Leahy
Head of PM



#1

Positioning Alignment

Customer + Market

	joel@lacuna.inc	dave@lacuna.inc	kristina@lacuna.inc
May 2023	May 14 Closed Won 54.3k		
	May 4 LinkedIn social		
	May 4 Eb Self-reported: My boss		
	May 2 Meeting Followup with Joel		
		May 1 Email Reach out to Joel pl...	
April 2023			Apr 13 Deal Created 54.3k
			Apr 12 Website Capterra
			Apr 12 Call Let's talk Kristina!
		Apr 10 Website Facebook	
		Apr 9 Website Twitter Ads	
March 2023		Mar 20 Website LinkedIn	

Who knows this best?

**Ideal
Customers**

Competition

Differentiators

Market Research

Ideal Customers

🔗 2 backlinks

▸ Mid-market (\$10-\$100)

▸ Upper mid (\$100-\$500)

▸ Enterprise (\$500+)

▸ Attribution

▸ Lift

▸ Machine-learning modeling

▸ Paid Ads

▸ Demand Generation

▸ Marketing Leader

▸ Content/Brand

▸ MarketingOps

▸ ABM

▸ Events

Competitor Battle Cards

Competitors				
File Edit View Insert Format Data Tools Extensions Help				
Menu				
C9 Revenue Attribution Platform				
Company	URL	Category name	H1	Sub
Attribution				
Attribution App	https://www.attributionapp.com/	Marketing attribution software	Drive growth with unified marketing data.	Understand the true impact of each touchpoint across your e
InfiniGrow	https://infinigrow.com/	Revenue Marketing Platform	B2B Marketing Attribution, Reporting, and Forecasting	On autopilot
Cometly	https://www.cometly.com/	Marketing attribution software	Accurate ad tracking for marketing teams	Cometly streamlines your ad attribution so you can focus on
Factors	https://www.withmesh.com/factors.ai	B2B Account Identification & Analytics	Grow pipeline, even in a downturn	Discover companies visiting your website, empower intent-b
Mesh Analytics	https://www.withmesh.com/	Revenue Marketing OS	Your Revenue Marketing OS.	Transform your B2B marketing and sales data into revenue (
Falkon	https://www.falkon.ai	Revenue Automation Platform	Generate Pipeline, Win Deals, Protect Revenue.	With Falkon, optimize all aspects of revenue, from prospecti
Dreamdata	https://dreamdata.io/	Revenue Attribution Platform	B2B Marketing connected to pipeline and revenue	Dreamdata automatically extracts, cleans and simplifies you
DealTale	dealtale.com	Revenue Science Platform	Revenue Science for Marketers	Make your marketing outcomes more predictable, optimizabi
CaliberMind	https://calibermind.com/	Marketing decision engine	The CaliberMind Marketing Decision Engine	Dreamdata automatically extracts, cleans and simplifies you
RevSure	https://www.revsure.ai/	Pipeline Readiness & Acceleration	Your Co-Pilot for Pipeline Generation	Bring clarity to the confusion of conflicting buying signals. Se
Predictive				
Amplitude (product)	https://amplitude.com/	Product analytics and event tracking platform	Unlock the power of your products	Get data you can trust and insights you need to take action
Pecan.ai	pecan.ai	Predictive analytics platform	Boost your campaign ROAS by turning your data into smart predictions.	Pecan brings the power of data science into all business tea
Qualtrics (product)	https://www.qualtrics.com/	Experience management software	Make every interaction an experience that matters	KNOW WHAT PEOPLE NEED, WHEN THEY NEED IT, AND
Related MarTech				
Heap	https://www.heap.io/	Digital Insights Platform	Better Insights. Faster	Heap is the only digital insights platform that gives you comp
Mixpanel	https://mixpanel.com/	Event Analytics For Mobile, Web, App	Progress Is Possible	Simple and powerful analytics that helps everyone make bet
People.ai	people.ai	Revenue Intelligence	Leverage the Power of AI To Achieve Success	Improve pipeline execution through better data with People.
SuperMetrics	https://supermetrics.com/	Marketing Intelligence Cloud	Turn your marketing data into opportunity	Focus on growth, not data silos. Streamline your marketing
RevenueGrid	https://revenuegrid.com/	Revenue Intelligence Platform	Stop revenue leaks with revenue intelligence	Crush barriers to your revenue growth, speed up your sales
Gong	gong.io	Revenue Intelligence Platform	TURN CUSTOMER INTERACTIONS INTO STRATEGIC TEAM DEAL INS	Make critical revenue decisions powered by the deepest unc
Metadata	metadata.io	Marketing OS	Metadata optimizes campaigns to revenue	Metadata makes every marketing dollar work harder and get
Segment	https://segment.com/	Customer data platform (CDP)	The Leading Customer Data Platform	Join 25,000+ businesses that use Segment to collect, clean,
TripleWhale	https://www.triplewhale.com/	AI data platform	Better Data. Better Decisions.	Easily manage and automate analytics, attribution, merchan
ZoomInfo	https://www.zoominfo.com/	RevOS (product named MarketingOS)		
BI tools				
Domo	https://www.domo.com/	Data experience platform	Put data to work and help everyone multiply their impact	Move from basic charts and graphs to data experiences that
Heap	https://www.heap.io/	Digital insights platform	Better Insights. Faster.	Heap is the only digital insights platform that gives you comp
Alteryx	https://www.alteryx.com/	Data science and analytics automation platform	Automated Analytics For All	Self-service analytics. Data-driven results.
Microsoft Power BI	https://powerbi.microsoft.com/en-us/	Business Intelligence Platform	Turn your data into immediate impact	Do more with less using an end-to-end BI platform to creat
Tableau	https://www.tableau.com/	Business Intelligence & Analytics	The world's leading analytics platform	Tableau is the broadest and deepest, end-to-end data and a
Adobe Marketo Measure	https://business.adobe.com/products/marketo/bizible.html	Multi-touch attribution	Bizible is now Adobe Marketo Measure	Measure the value and ROI of every interaction across the c

Differentiators



LIFT

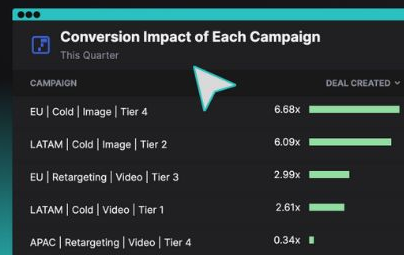
Measure incremental lift of channels, campaigns, touchpoints and content.

Discover the causal influence a certain marketing activity has (or doesn't have) on leads, demos, meetings, or sales by comparing control groups to exposed groups. Data, meet science.

[Book a Demo](#)

[Play with the Interactive Demo](#)

Backed by  **Combinator** and **GENERAL CATALYST** 



#2

Messaging Alignment

Pitch + Testing

Win Rate by Pitch

"Unified Measurement"
All Time

12% +69%

"Attribution 2.0"
All Time

51% +32%

GONG

HomeEngageConversationsDealsCoachingInsightsActivity

SearchNate BranscomeHELP8

Sonny S and Nate BranscomeOct 25, 2023ListenedWizeHireAdd to Listen laterAdd to LibraryShare Call

INTERACTION STATS

Talk Ratio
58%
Within range

Longest Monologue
1:44 min
Within range

Longest Customer Story
2:41 min
Within range

Interactivity
8.2
Within range

Patience
0.8 sec
Within range

View your stats

Google ChromeFileEditViewHistoryBookmarksProfileTabWindowsHelp

hockeystack.comNew Deck Editor - HockeyStack - Libraries

LinkedIn Ads - HockeyStack

LinkedIn Influence Funnel

Campaign Groups (Uniform Attribution)

Join leading B2B businesses around the globe.

Nate Branscome

25:38 / 43:09

Nate BranscomeHockeyStack58%

Sonny SweetWizeHire42%

COMMENTS

Emir Atli
00:08 - Pain: middle market SaaS with unsophisticated marketing ops function; needs clean data and visibility into paid programs so they can get buy-in to scale campaigns they know work
[REPLY](#)

Anyone at HockeyStack

Enter comment. (Command+Enter to post)

25:38POST

Only Nate is notified of new public comments.

Data-Backed Message Testing

Win Rate by Pitch

"Unified
Measurement"

All Time

12% +69%

"Attribution 2.0"
All Time

51% +32%

#3

Goal Alignment

Short + Long

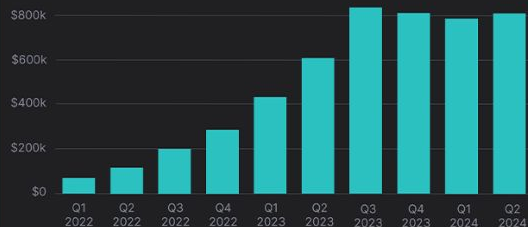


Short term: Qualified pipe

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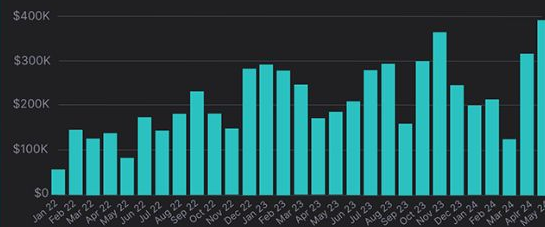
Qualified Pipeline ARR by [Quarter]

All time



Qualified Pipeline ARR by [Month]

All time



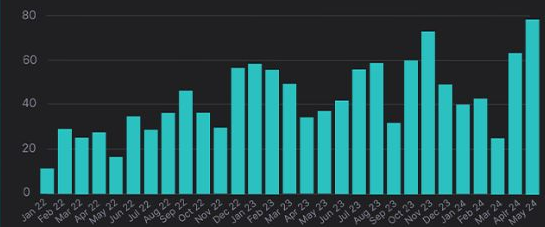
Qualified Pipeline ARR (Quarter)

All time



Qualified Pipeline ARR by [Month]

All time



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Long term: sales velocity

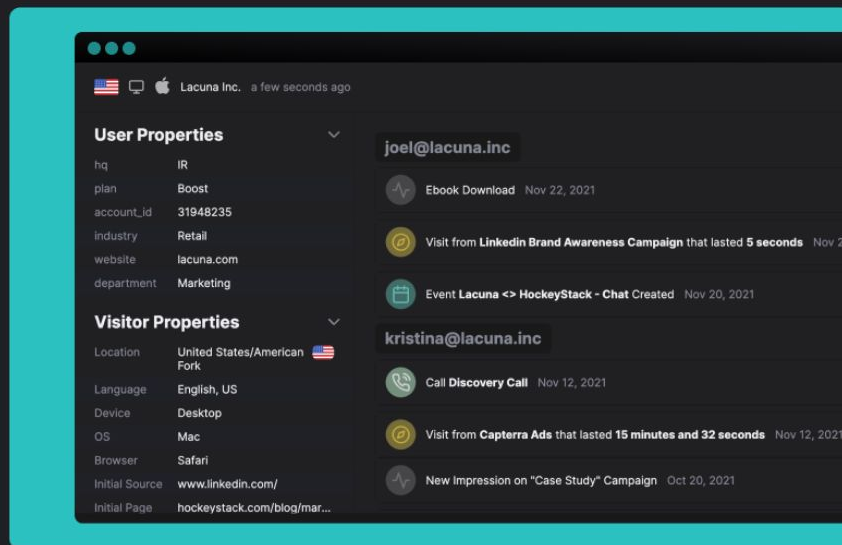
$$\frac{\text{Opportunities} \times \text{Deal Value} \times \text{Win Rate}}{\text{Length of Sales Cycle}} = \text{Sales Velocity}$$

The diagram illustrates the formula for Sales Velocity. It features a large teal box containing the equation. The numerator consists of three terms: 'Opportunities' (represented by a large '#'), 'Deal Value' (represented by a large '\$'), and 'Win Rate' (represented by a large '%'). These terms are separated by teal 'x' symbols. A teal horizontal line is positioned below the numerator. Below the line is a large white 'L', with the text 'Length of Sales Cycle' centered underneath it. To the right of the line and 'L' is a teal '=' symbol. To the right of the equals sign is a large white 'V', with the text 'Sales Velocity' centered underneath it.

#4

Journey Alignment

Pre Demo + Post Demo



Pre Demo

Inbound Slack Alerts

aziz@azizventures.com

Company: Aziz Ventures
Industry: Financial Services
Employee count: 10
Annual revenue: \$1.6M



See journey

zack.singh@ripplematch.com

Company: RippleMatch
Industry: COMPUTER_SOFTWARE
Employee count: 1K
Annual revenue: \$10M



See journey

senior@syra.edu

Company: Syracuse University
Industry: HIGHER_EDUCATION
Employee count: 10K
Annual revenue: \$500M



See journey



High Intent Accounts Without Deals

This Month

COMPANY NAME	INTENT GOAL	LINKEDIN IMPRESSIONS	LINKEDIN ENGAGEMENTS	LINKEDIN ENGAGEMENT RATE	SESSIONS	SESSION DURATION	INTENT SCORE
Acme Co UK	1	650	84	81%	131	01:34	90
Cyberdyne	1	258	85	80%	137	00:48	94
Sterling Cooper	1	885	51	71%	33	03:00	83
Aperture	1	1,078	95	88%	53	02:30	91
Stark Industries	1	1,448	38	14.7%	145	00:25	94
Totals	5	4,319	353	334%	499	08:17	452

Account-Level Journey Drilldown

lacuna.inc	joel@lacuna.inc	dave@lacuna.inc	kristina@lacuna.inc	Visitor #b73eba5b
<div>May 2023</div> <div>May 14 Closed Won \$54k</div>	<div>May 4 Website LinkedIn</div> <div>May 4 Ebook Download</div> <div>May 2 Meeting Followup with Joel</div>	<div>May 1 Email Reach out to Joel pl...</div>		
<div>April 2023</div> <div>Apr 13 Deal Created \$54k</div>		<div>Apr 12 Call Let's talk!</div>	<div>Apr 12 Call Let's talk!</div> <div>Apr 12 Website Capterra</div>	
<div>Apr 10 LinkedIn Impression</div>		<div>Apr 10 Form Submit</div> <div>Apr 10 Website Facebook</div>		<div>Apr 10 Website</div> <div>Apr 9 Website</div>

Post Demo

Ongoing Deals

2245 results



Lacuna Inc. 12 hours ago

Action Details

Date Performed Nov 22, 14:41:52 PM
Type Custom
Name Ebook Download
Integration Salesforce

Company Properties

company_domain lacuna.ai
department Marketing
website lacuna.com
industry Retail
account_id 31948235
plan Boost
hq IR

See in CRM



Meeting **Marketing Budgeting During a Downturn** 5 days ago



LinkedIn Ads Engagement on **Webinar Push Campaign - Q1** 5 days ago



Visit from **Google** that lasted **4 minutes and 29 seconds** 5 days ago



Ebook Download 7 days ago



Visit from **LinkedIn** that lasted a **split second** 7 days ago



www.linkedin.com/ 12:29 AM

hockeystack.com/blog/marketing-attribution 0s scrolled 92%



Event **Lacuna <> HockeyStack - Chat Created** Oct 21



Acme Co UK 3 days ago



Cyberdyne 4 days ago



Pied Piper 6 days ago





Dunder Mifflin 8 days ago





Post Demo

open-deal-updates


 7

 ▾


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 **Dock** APP 4:06 PM


jenn@tropicapp.io viewed workspace [HockeyStack Recap](#)

 **Dock** APP 4:21 PM

aelman@restaurant365.com viewed workspace [HockeyStack Recap](#)

 **Dock** APP 6:05 PM


thomas.hughes@idealscorp.com viewed workspace [HockeyStack Recap](#)

 **Zest** APP 7:04 PM

Mindy - had a gift created for them by Emir Initiation ID: clo6d4d9d04v9la01itetsw5y

Sent via [zapier.com/app/editor/207027627#slack](#)

Thursday, October 26th ▾

 **HockeyStack** APP 2:16 AM

5 new results in view [Ongoing Deals Daily](#)


WizeHire

Industry: Technology, Information and Internet

Employee count: 200


Annual revenue: \$13M


See journey



Pelagohealth

Industry: Hospitals and Health Care



 **HockeyStack**



Thanks For Listening



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