



THE
**SALES
MANAGEMENT**
ASSOCIATION

Sales Management Association Webcast

Leveraging Data to Drive Sales at LinkedIn

28 August 2013

Presented by

Linked in.



James Raybould

Director of Insights,
LinkedIn Global Sales Org

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Linked in.



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Business Analytics Director

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About The Sales Management Association



A global, cross-industry professional association for sales operations and sales management.

Focused in providing research, case studies, training, peer networking, and professional development to our membership.

Fostering a community of thought-leaders, service providers, academics, and practitioners.



**2013 SALES FORCE PRODUCTIVITY
CONFERENCE**

OCTOBER 7-9, ATLANTA

Learn More: www.salesmanagement.org



Today's Speakers



Simon (Ximeng) Zhang

Business Analytics Director at LinkedIn
San Francisco Bay Area | Internet

Previous LinkedIn, eBay, PETCO Animal Supplies, Inc
Education Baldwin-Wallace College

1st  

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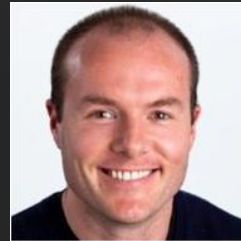


Leveraging Data to Drive Sales at LinkedIn



Simon Zhang

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James Raybould

@londonjames

Today we're focusing on LinkedIn's 3 B2B businesses

Hire



Market



Sell



~\$1B rev. in 2012, ~85% YoY

“Leveraging data to drive sales at LinkedIn” Agenda

- LinkedIn’s approach
- Learnings & tips

“Leveraging data to drive sales at LinkedIn” Agenda

LinkedIn's approach

- Learnings & tips



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LinkedIn's data-driven approach to sales blends 3 key elements



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Today let's discuss 3 A's: Account lens. Analytics. Automation.

ACCOUNT LENS

Buyer



Data

Technology

ANALYTICS

AUTOMATION



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Let's start with our first "A": Account Lens

ACCOUNT LENS

Buyer



ANALYTICS


AUTOMATION



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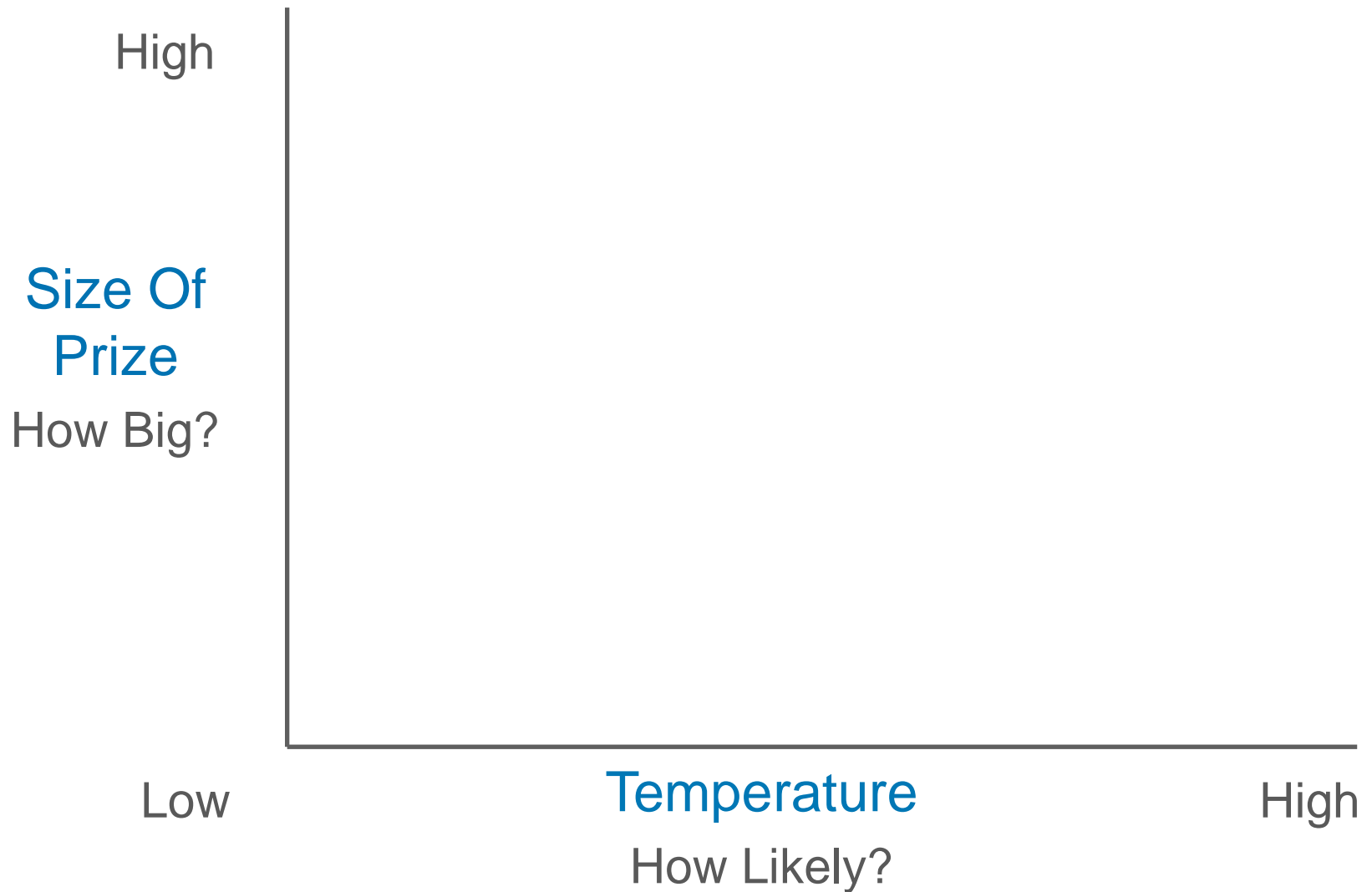
A man with dark hair and glasses, wearing a light blue button-down shirt, is looking intently at a laptop screen. The background is blurred, showing a bright light source and other people in an office or meeting environment.

Companies don't buy products

And people don't buy products

People on behalf of companies buy products

We focus at account level and consider “how big?” & “how likely?”



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LOW

MEDIUM

LOW

HIGH



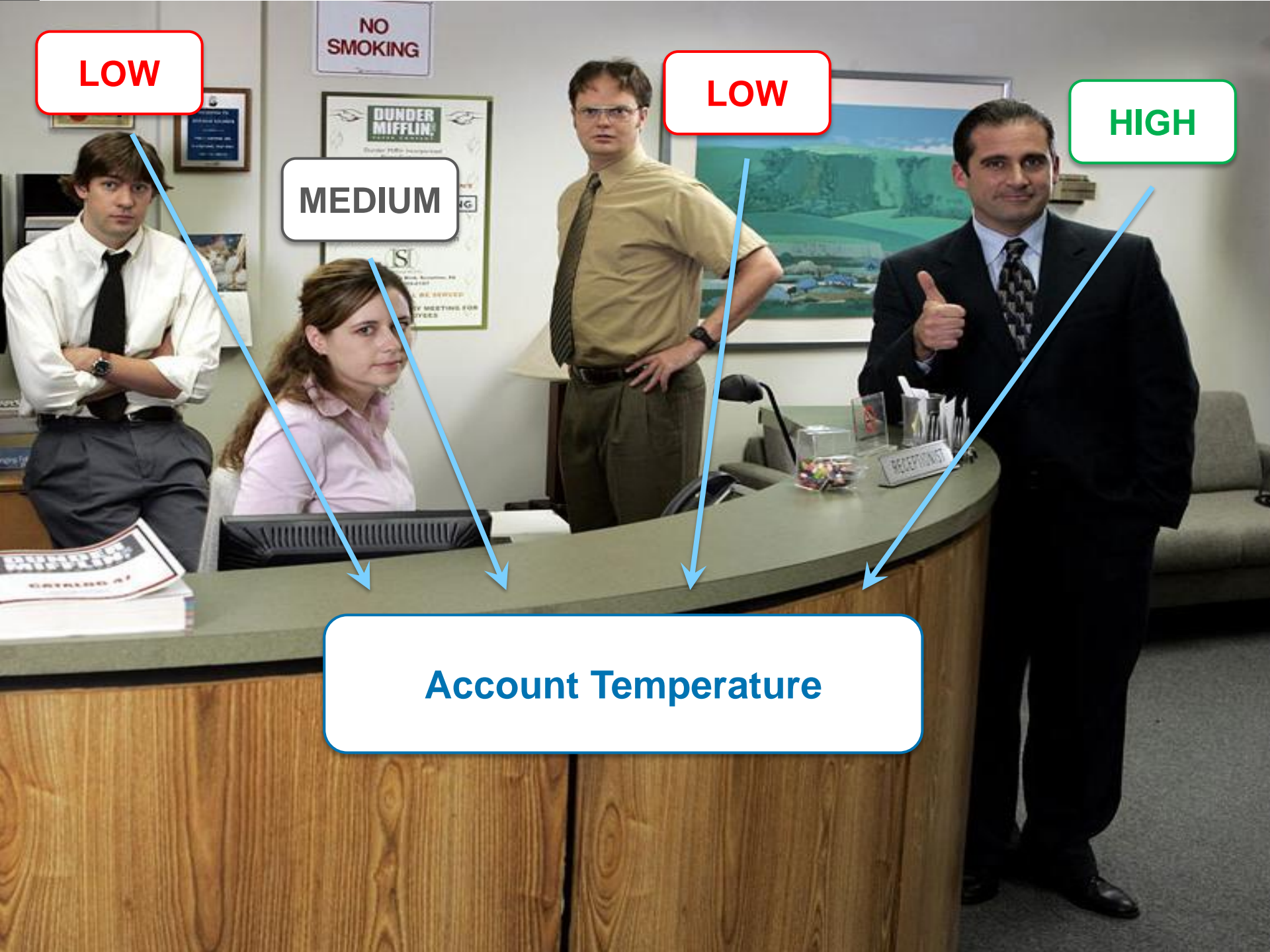
LOW

LOW

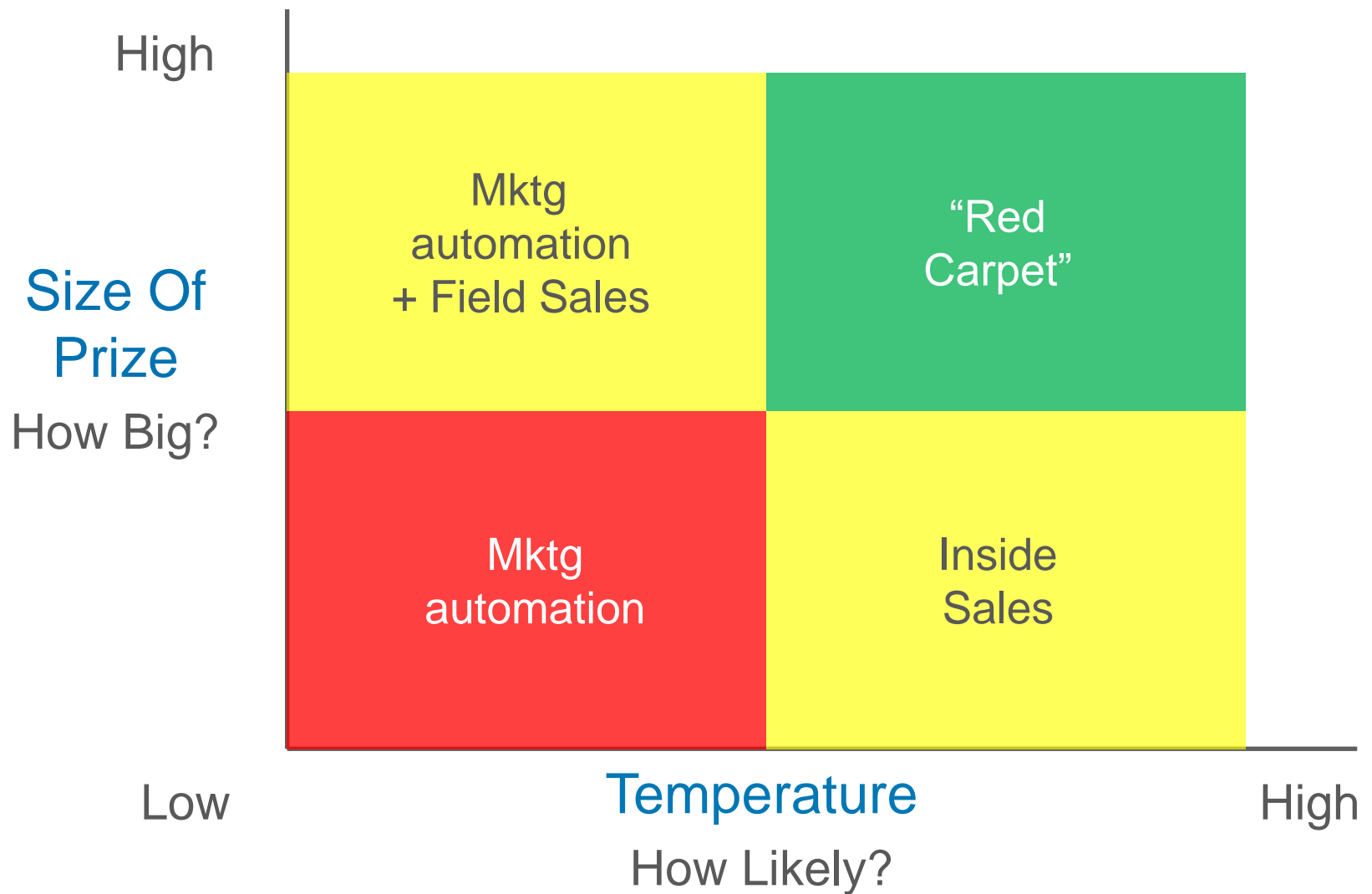
HIGH

MEDIUM

Account Temperature



We focus at account level and consider “how big?” & “how likely?”



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Analytics is the 2nd “A” in our pyramid

ACCOUNT LENS

Buyer



Data

Technology

ANALYTICS

AUTOMATION



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Each model results in 1 number, which we use to sort



Our goal for scoring is simplicity for the user,
more complexity “underneath the water”



salesforce.com



ELOQUA

TERADATA ORACLE



We start with defining each metric, then build our models

Size of Prize

Temperature

What

At full potential,
how much (\$) will this
account spend with LI?

How likely/soon
is this account to
convert to Closed
Won?

Data

- LinkedIn.com data
 - Hiring activity & number of recruiters
- Industry and location
- Company size

- Aggregation of decision-maker & influencer activity
 - Web visits, whitepaper downloads, "Contact me"
- LinkedIn.com engagement



Automation is the final “A” in our pyramid

ACCOUNT LENS

Buyer



Data

Technology

ANALYTICS

AUTOMATION

This number drove our focus on automation...

500!



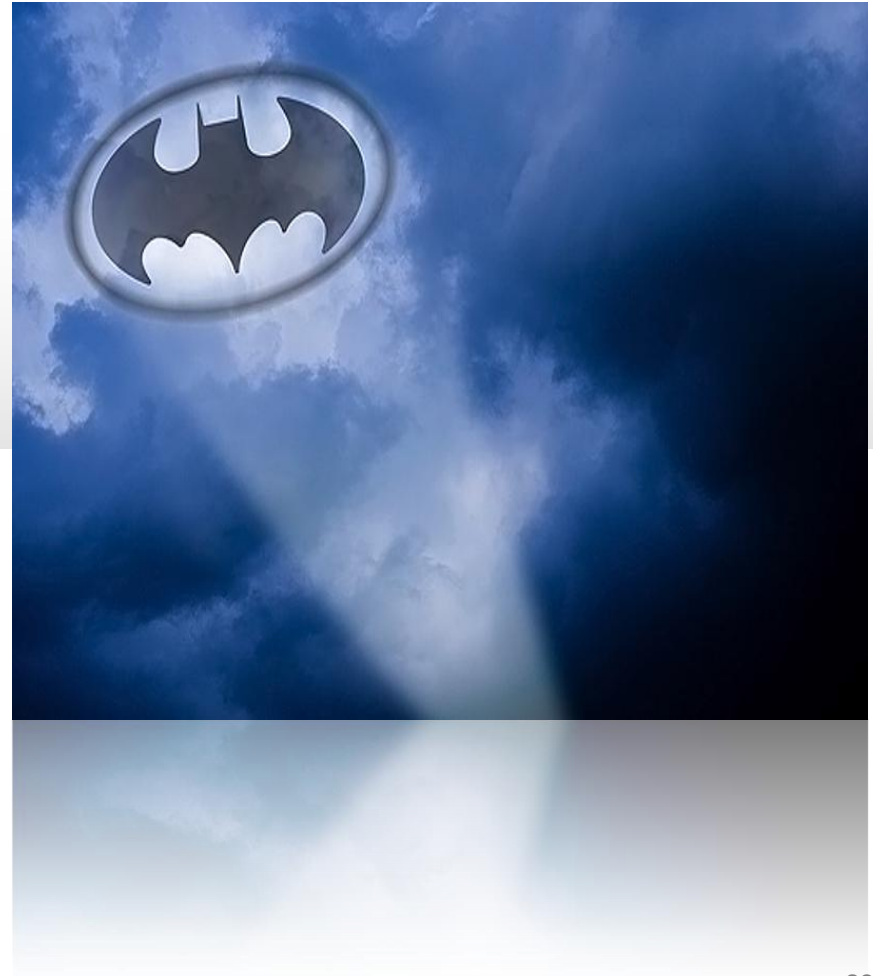
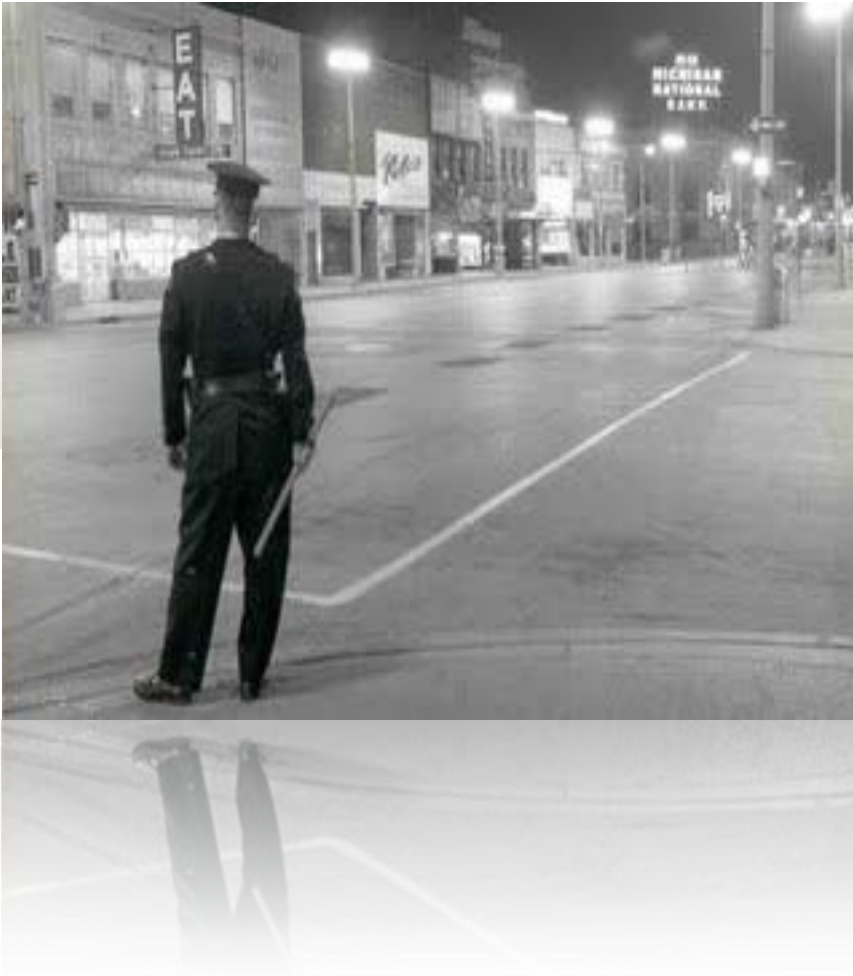
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Live Demo

We are turning our team from beat cops... into Batman



We describe our approach as event-based account management

event-based account management (eBAM)

Big data surfaces active and passive signals to act as triggers

Sample signals

Active Signals

- Visiting mktg website, taking action
- Social Media Status updates
- Profile/role changes (LinkedIn)

Passive Signals

- Customer hasn't used product in past 2 weeks
- Mktg or sales have not contacted in X months
- Renewal dates, anniversaries, birthdays



We're live with "Crystal Ball": right triggers at right accounts at right time

Account Alerts -

78



Workday

Decision Maker Move

Aug 27 **Jane Doe**, a DM at AcmeCo joined

White paper downloaded

Aug 26 **John Smith**, downloaded paper D

Product buy (Linkedin.com)

Aug 23 **Sally Jones**, purchased product F



Netflix

Seat Holder Move

Aug 27 **Bob Miller**, moved from BobCo to

Marketing email opened

Aug 26 **Emily Taylor**, opened email K

3As: Account Lens. Analytics. Automation.

ACCOUNT LENS

Buyer



Data

Technology

ANALYTICS

AUTOMATION



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“Leveraging data to drive sales at LinkedIn” Agenda

- LinkedIn’s approach

Learnings & tips



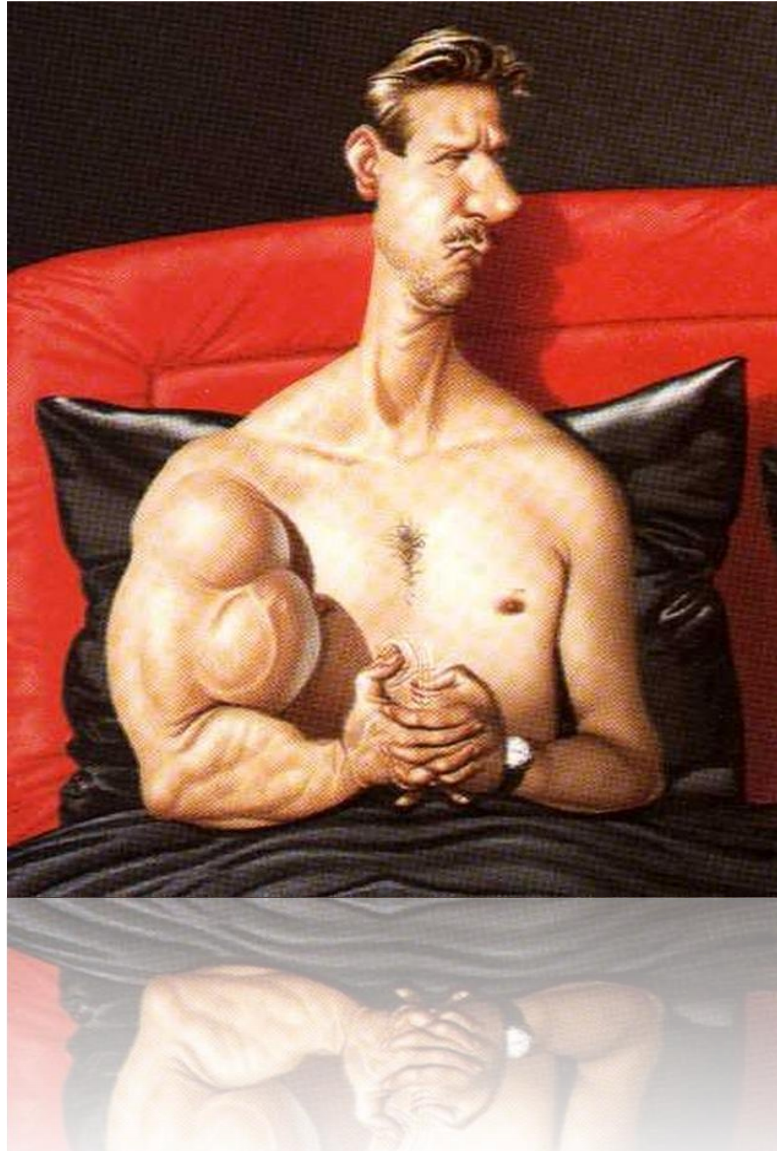
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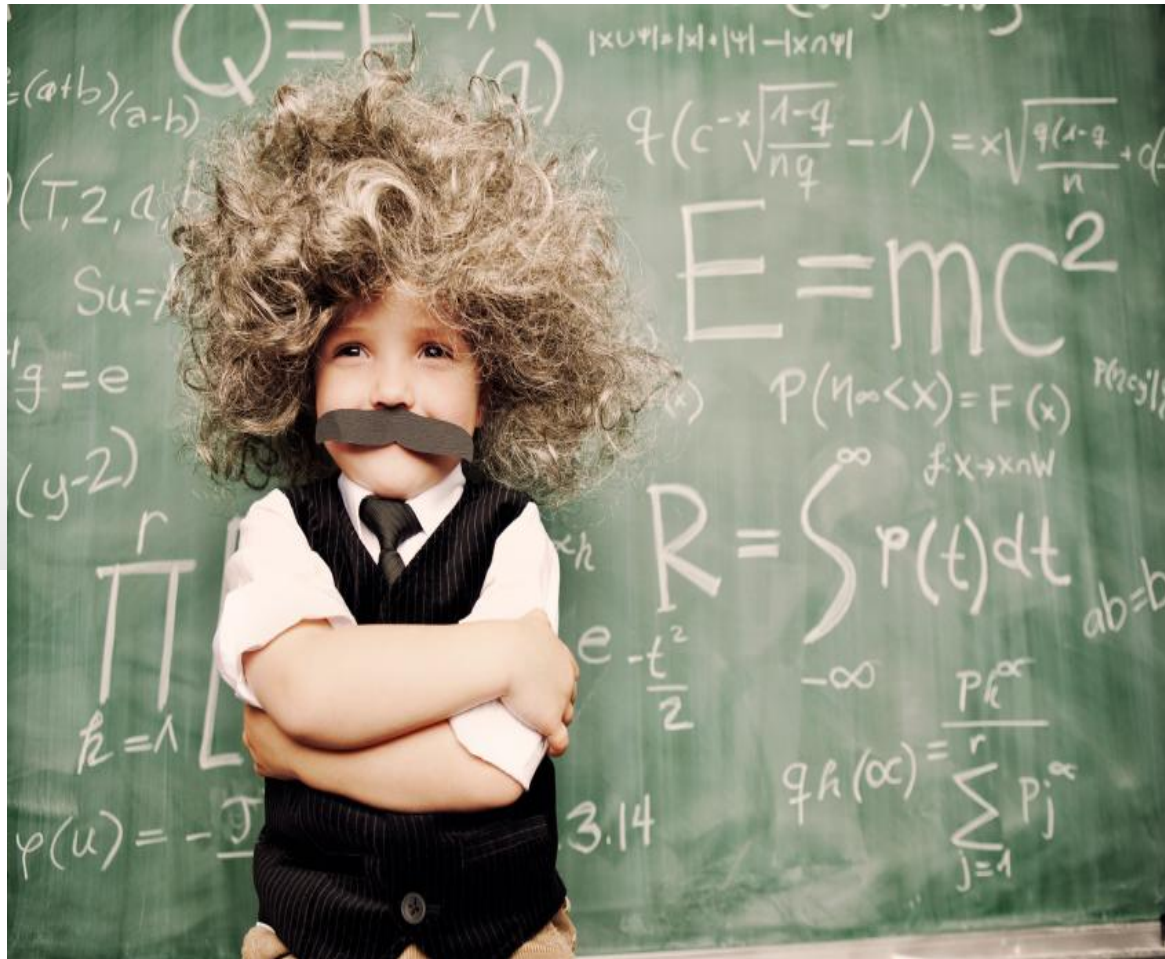
We need strong business AND analytics in partnership



#2 Keep it simple



#3 Experiment, Measure... Repeat...



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Questions and Discussion



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Did we run out of time before we got to your question? Presenters can follow-up with you via email. Feel free to submit more questions if you'd like an offline response.





THE SALES MANAGEMENT ASSOCIATION

Thank You.