

Kazoo is all in with its predictive and Intent-based approach

Kazoo redefines the nature of work by helping businesses create a better employee experience. While Kazoo had a substantial market opportunity, it also had aggressive goals to increase revenue by 130% over two years. Kazoo needed to focus investment on highly targeted, integrated campaigns on its highest priority accounts.

Homegrown fit model failed to scale with the business

Kazoo had an existing proprietary fit model using business size and industry attributes exclusively. Combined with Company Surge® Intent data, outbound SDRs saw a significant increase in prospect reply rates.

But the fit model failed to show an increase in conversion rates for high scoring accounts compared to lower scoring accounts. As Kazoo began collecting more data points impacting fit, Kazoo started to question the efficacy of its homegrown model and its long-term scalability.

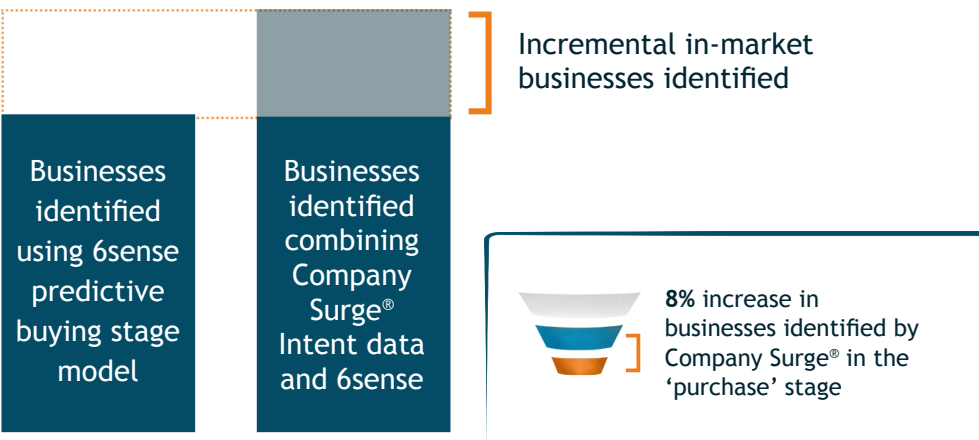
6sense expands Kazoo's predictive model capabilities

Kazoo selected 6sense's Account Engagement Platform based on its expertise in the market and its underlying data infrastructure. By using 6sense, Kazoo expanded its fit model to include many more predictive attributes including firmographics, intent, technology install and funding source.

Combining the power of Bombora's Company Surge® Intent data and 6sense to identify more in-market businesses

Kazoo integrated Company Surge® Intent data with 6sense's buying stage mode and it found:

- 25% more in-market businesses to engage with compared to using 6sense alone
- 8% more businesses in the purchase stage identified that converts to pipeline opportunities at a much higher rate



“When we used Company Surge® scores as a prioritization mechanism, we saw 2-3X reply rates compared to not using the data. We felt really confident about the Intent data showing strong signals about who is in market.”

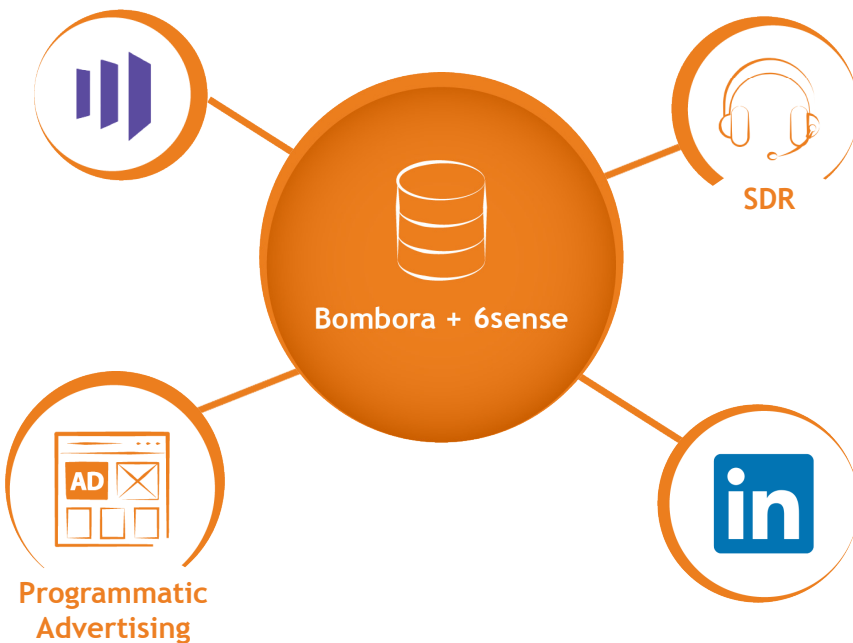
Casey Carey, CMO at Kazoo

Putting predictive and Intent data to work to increase marketing effectiveness

Kazoo applies insights from 6sense and Bombora to create highly targeted, relevant and integrated campaigns its digital platforms and sales outreach.

Its results include:

- 63% increase in Marketing Qualified Lead (MQL) quality
- 33% increase in Q1 2021 MQLs year-over-year
- 14% increase in deal win rate



“When we decided to go with this approach, we wanted to go all in. My CEO actually said in a board meeting that he doubted any of our competitors were doing this and that we had a decided advantage because of the technology and data we’ve implemented,” said Casey Carey, CMO at Kazoo.

“ If you think about the concept of Company Surge[®], it’s not surprising that the activity we’re seeing above the baseline is more predictive. We ran a test and found there was significant enough incrementality by adding Bombora that it was worth investing in both 6sense and Bombora.”

Casey Carey, CMO at Kazoo

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