LeanData

LEANDATA + 6SENSE

Intelligent account-based automation powered by real-time AI insights

The Challenge with Digital B2B Buyers

Today's revenue teams are tasked with the impossible. Knowing the right buyer signals to act on is hard. Orchestrating the right account-based plays is even harder.

70% **of buyer decision-making research happens online**

Source: Forbes

The lack of prioritized signals and real-time insights leaves reps operating in the dark, leading to:

- Sales inefficiency
- Decreased speed to first touch
- Mistimed or lost opportunities
- Poor customer experiences

The Solution for Intelligent Account-Based Automation

The LeanData & 6sense integration eliminates guesswork so you can expertly target and engage high-value accounts when they're ready to buy. Automatically identify, enrich and route high-intent accounts to the right revenue team member using real-time AI insights and buying stage predictions to guide their next best steps.



SURFACE

6sense surfaces AI insights and buying signals from across the B2B web and identifies anonymous, in-market accounts



ORCHESTRATE

LeanData automates rep assignments, SLAs, and contextual alerts



CONVERT

Personalize right-time account engagements and book more meetings

LeanData

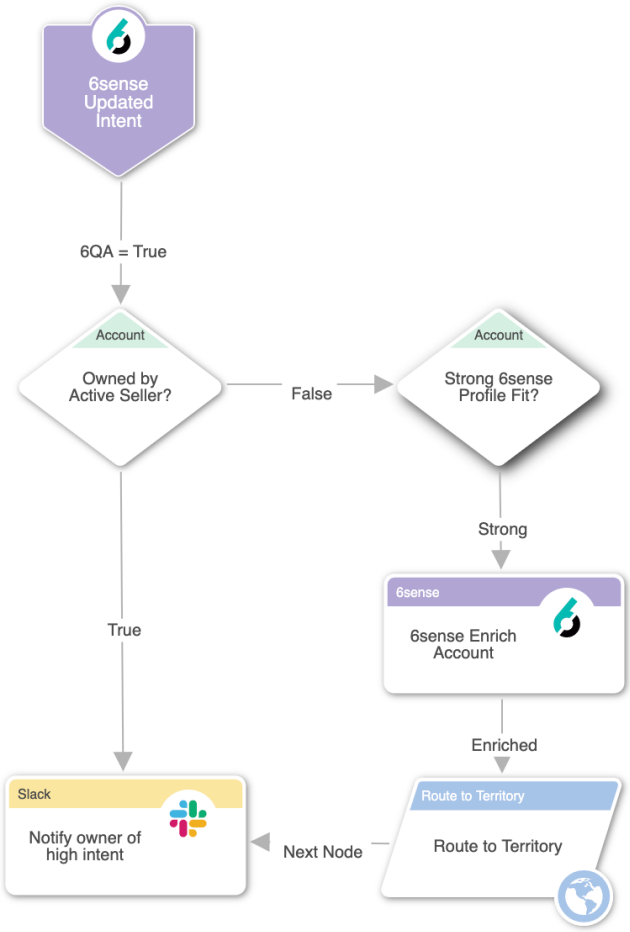
LEANDATA + 6SENSE

Trigger Right-Time Sales Engagements

Prioritize accounts most likely to convert. Automate account assignments upon 6QA. Enrich, track SLAs and alert reps to engage.

Hyper-Personalize Customer Outreach

Meet buyers where they are. Leverage AI insights to tailor account-based motions — for any stage, any segment and any intent level.



GET STARTED TODAY

Visit LeanData.com to learn more about LeanData's go-to-market operations solutions for Matching, Routing, Scheduling and Buying Groups, or visit us on AppExchange.

REQUEST A DEMO

Why LeanData?

LeanData provides the backbone for AI-ready go-to-market infrastructure. More than 1,000 leading B2B companies and a community of 5,000-plus OpsStars rely on LeanData to fuel efficient growth by aligning marketing, sales and customer service execution with the entire AI-enabled customer journey. LeanData's Intelligent GTM Orchestration platform acts as the connective tissue across the revenue lifecycle, integrating and normalizing buyer data, automating signal-driven workflows and delivering AI-powered insights. LeanData is a #1 G2 Crowd Provider and a 2027 Salesforce Partner of the Year for Customer Value.