



Most Cutting-Edge Ops Program of the Year

With the market in a state of constant change, revenue teams must stay on the cutting edge of innovation to stay nimble in new market realities. This award recognizes a team or organization demonstrating forward thinking solutions across people, process and/or technology resulting in real business impact.

THE WINNER

nextthink

The Challenge

With Nexthink's Marketing Team shifting their focus from functional administrators to revenue drivers, they noticed that legacy KPIs like MQLs, Net New Leads, and First Meetings, were not effective measures of success. At the same time, there were inefficiencies in their go-to-market (GTM) processes. The Sales team had poor visibility into prospect engagement, open opportunities lacked insight into buying units, and opportunities were stalling in the pipeline. Nexthink needed to take a more collaborative approach between Marketing and Sales to nurture prospects through the sales funnel and measure activity with appropriate metrics. Plus, any changes required buy-in and support from the right internal stakeholders.

The Operational Approach

To transition away from legacy marketing KPIs, Nexthink developed an in-house attribution model which included the implementation of DealTale, an attribution tool. Then Nexthink implemented a cross-organizational series of Monthly Business Reviews (MBRs) focusing on data-driven discussions on conversion rates, closed pipeline, and next steps for stagnant deals.

To track deal health, the Marketing Team took ownership of

Outreach, Nexthink's sales engagement tool, making hierarchy and territory management changes, defining optimal content pathways, and creating an enablement plan.

To improve visibility into buying units and engage them earlier in the pipeline, Nexthink developed a dashboard to measure buying unit maturity, employing a new metric, Total Annual Contract Value (ACV) Risked per Contact. This metric motivated sales reps to increase average contacts per opportunity, thus lowering risk.

Operational Results

Nexthink's Marketing Operations team reflects the next generation of marketing ops who focus on impact to pipeline. As a result of their improvements to technology and processes, AEs and BDRs are more effective, with tool adoption increasing by 56 percent. These changes have increased visibility into buying units, with more contacts now added to opportunities and better insights into the buyer journey.

Other positive outcomes include:

- 2,500 prospects contacted using 26 AE-driven content sequences in Outreach
- \$7.4 million in ACV influenced in six months, 80% of which accelerated pipeline
- Average number of contacts per opportunity increased from 2.5 to 4.2 (72%)
- 27% increase in registrations to Nexthink's annual conference
- Total ACV Risked per Contact decreased by 35%
- 76% increase in marketers using new business intelligence reports

"These lessons learned created a huge paradigm shift for our team and has changed the way we view our priorities and those that will impact Nexthink as a whole. Our CMSO challenged us to prove value and outline the direct impact of our priorities. This motivated us to think outside the box. It changed our perspective from thinking 'best practice is best,' to asking, 'What is best strategically for the business?'"

Rachael Williams, Senior Go-to-Market Operations Manager, Nexthink