Welcome to the Pipeline Cloud

The modern way B2B revenue teams generate pipeline

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Foreword

For the last 20+ years, Salesforce has exceeded the needs of customers with bespoke solutions that solve their most critical business issues.

As the premier B2B technology company on the market, Salesforce has launched solution after solution (which the company calls "Clouds") to solve different customer pain points. They started with the Sales Cloud to track deals, forecast, and report revenue. After Sales Cloud, along came Service Cloud, which connected service teams to help them better solve their customers' support issues; followed by Marketing Cloud—a one-stop-shop to serve advertisements, measure social media engagement, and create best-in-class email journeys. Fast-forward to the present day, Salesforce has a myriad of Clouds, including Commerce Cloud, Revenue Cloud, and even a Vaccine Cloud.

However, there isn't a specific solution for teams responsible for pipeline generation. This has left modern revenue leaders scratching their heads, asking themselves, **"There are so many pieces of emerging technology out there... What is the solution that I should use to more intelligently generate pipeline?"**

Welcome to the Pipeline Cloud.

In this book, we'll cover what the Pipeline Cloud is, the technology and processes behind it, the teams that best benefit from it, and how to leverage it at your organization.

You'll learn about:

◆ The B2B Buyer Revolution—and the richer, smarter buying experience of the future.

◆ The necessary changes modern marketing teams need to make to evolve in our digital-first world.

◆ The Pipeline Cloud and how it's the next big pipeline-generating motion for B2B marketing teams.

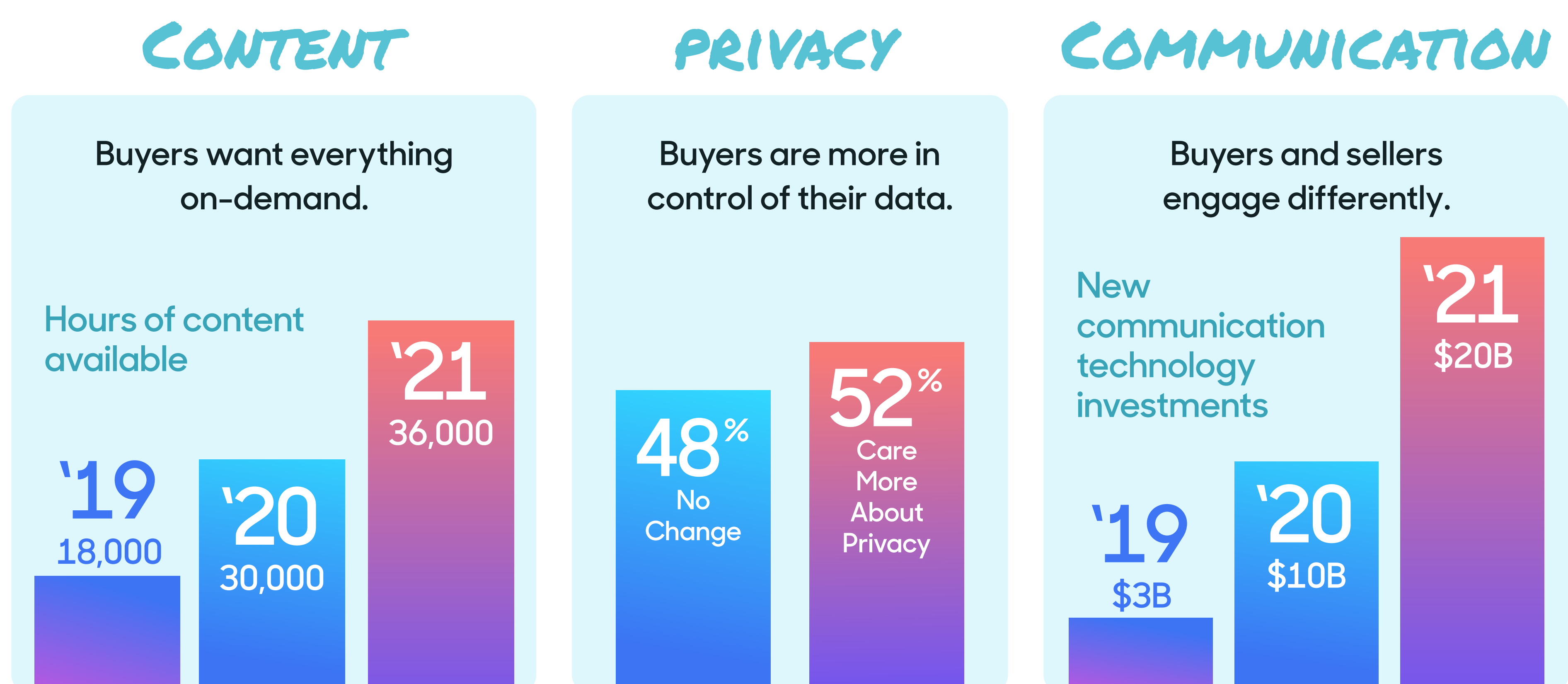QUALIFIED

THE B2B BUYER REVOLUTION

The global pandemic has fundamentally changed the way humans behave across the board, including how we market, sell, and do business with each other.

The B2B Buyer Revolution has officially put buyers in control as the consumer world trends have cemented into B2B strategies.

◆ We're in the midst of a content revolution and digital-first marketers have become content machines. Buyers are now more educated and have access to more resources than ever before, including platforms like Salesforce+ and Qualified+.

◆ The privacy revolution is well underway with buyers who are more intelligent, and in control, of their data. They've become more protective of their personal information and less likely to give it up.

◆ Lastly, the communication revolution. Buyers expect to engage differently. The result? The Zoom boom and Slack's quest to replace email.

Buyer Revolution

Content

Buyers want everything on-demand.

Hours of content available

'19
18,000

'20
30,000

'21
36,000

privacy

Buyers are more in control of their data.

48%
No Change

52%
Care More About Privacy

Communication

Buyers and sellers engage differently.

New communication technology investments

'19
$3B

'20
$10B

'21
$20B

A change in behavior was brewing, but this moment in time accelerated this shift.

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This arguably irreversible power shift has challenged marketing team's strategies and operations. Before the world changed, the old way of generating pipeline was focused on collecting leads through gated content, asking buyers for personal identifiable information (P.I.I.), and asynchronous communication cycles that often resulted in a deluge of outreach from sales teams to overwhelmed buyers.

However, buyers are smart and they've learned how to avoid the onslaught of emails and calls. Today, 18% of buyers abandon forms altogether and instead educate themselves elsewhere, like your competitor's site. Another 80% fill out forms with false information, leading your sales reps on a wild goose chase.

This results in the website visitor to Marketing Qualified Leads (MQL) conversion rate being at an all-time low. When buyers are in research mode, they do it without divulging personal information. We call this phenomenon the "rise of the anonymous buyer."

The Fall of the Form Fill

MQL Conversion Rates

10%	5%	3%	2%
2010	2014	2018	2022
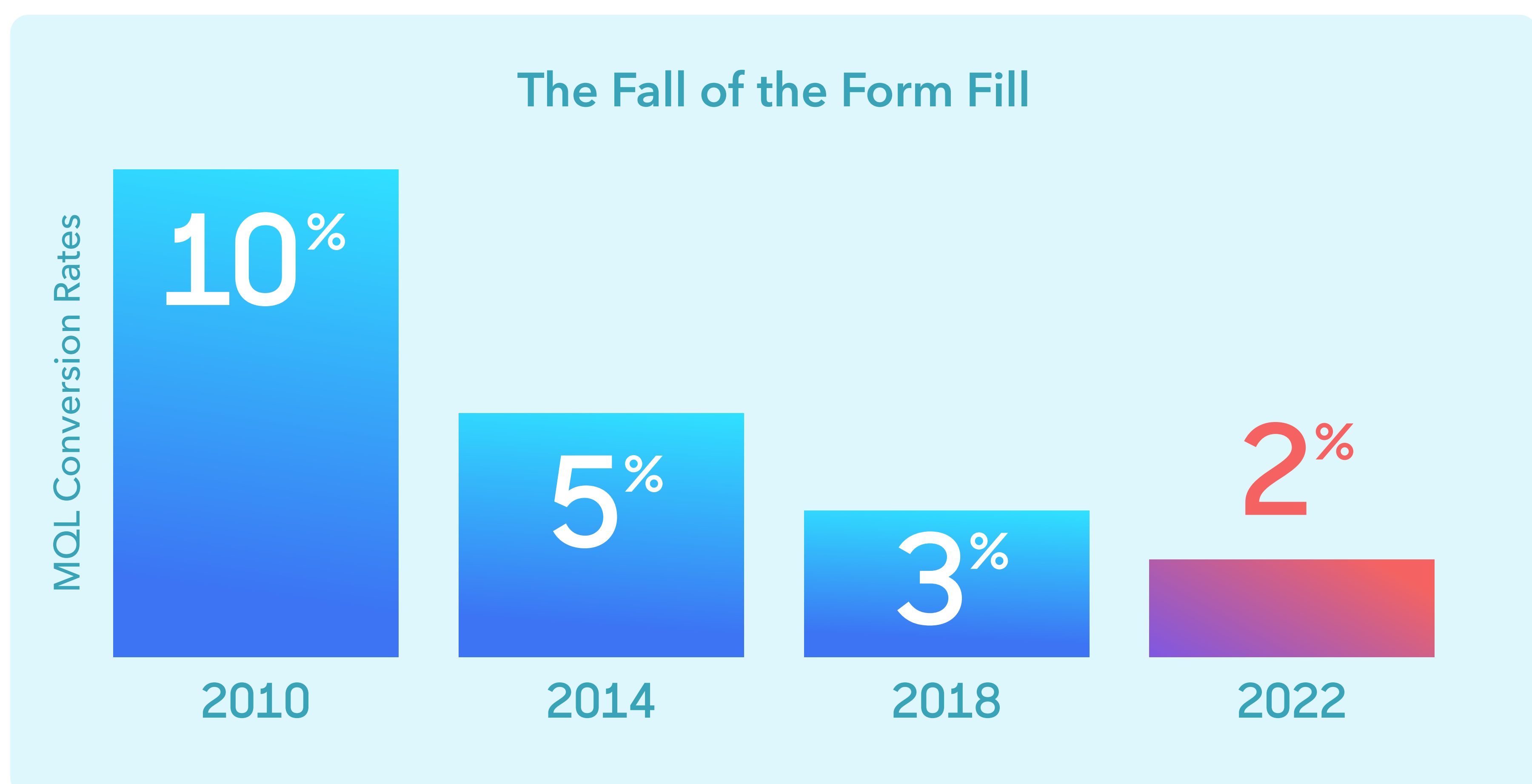
So when buyers are finally ready to engage with sales teams, they expect reps to be available for an instant conversation on their terms—with one click to chat, voice, or video. No more unwanted email or phone calls.

This is not the experience we're delivering buyers. Qualified buyers are ready to get into a sales cycle and we say, "thanks, we'll get back to you later." Simply put, the age old process of gating our content and gating our sales team is costing us pipeline.

42 hrs

Average sales rep response time to a "contact sales" lead

38%

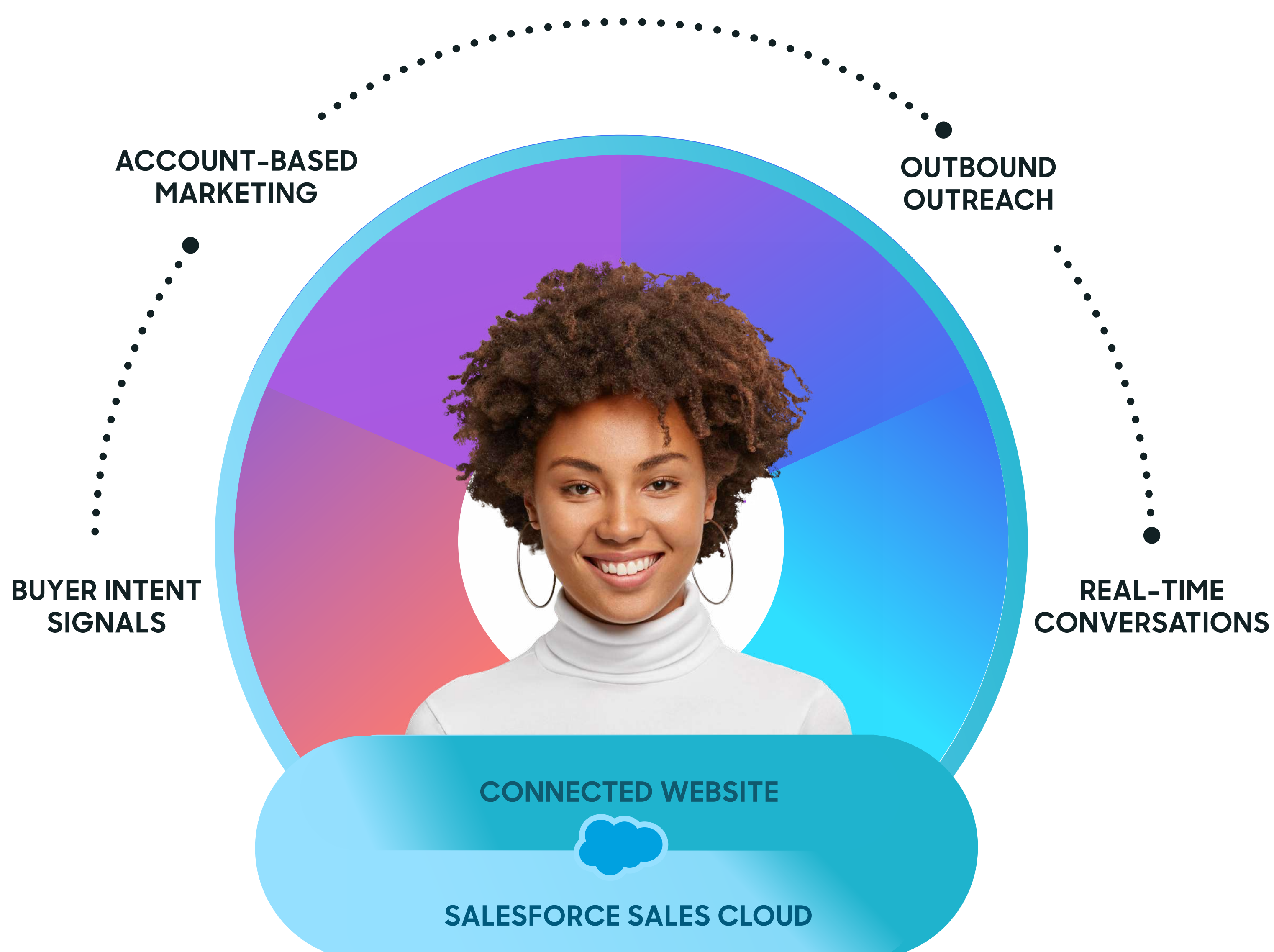Of buyers ghost when sales reps try to contact them later

78%

Of buyers end up purchasing from the sales team that responds first

Modern marketing teams need to evolve their practices to meet the needs of this new buyer, and should be generating pipeline based on these new buying behaviors that are more intelligent, more targeted, and more real time.

So how do revenue teams accomplish this?

Welcome to the Pipeline Cloud.

ACCOUNT-BASED MARKETING

OUTBOUND OUTREACH

BUYER INTENT SIGNALS

REAL-TIME CONVERSATIONS

CONNECTED WEBSITE

SALESFORCE SALES CLOUD

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CHAPTER 1 RECAP

The B2B Buyer Revolution, consisting of the content, privacy and communication revolutions, have fundamentally shifted buyer expectation and behavior. Marketers, armed with the riches of data and sales intelligence need to adjust strategies to grow pipeline more intelligently.

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WELCOME TO THE PIPELINE CLOUD

The Pipeline Cloud is the set of technologies and processes that B2B companies need to generate pipeline in the modern era. It is an entirely new motion, based on evolved B2B buyer behavior, that intelligently drives pipeline growth.

The Pipeline Cloud is composed of solutions that gather and assess buying intent, distribute targeted ads across platforms, create personalized engagements for buyers, and opens the door for real-time conversations when buyers are most curious.

The Pipeline Cloud Pillars

ACCOUNT-BASED
MARKETING

OUTBOUND
OUTREACH

BUYER INTENT
SIGNALS

REAL-TIME
CONVERSATIONS

CONNECTED WEBSITE

SALESFORCE SALES CLOUD

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Who uses the Pipeline Cloud?

We're in an era of sales technology mayhem and technology is fueling the fusion of departments. Nearly 94% of sales leaders are investing in their tech stacks to enable virtual selling and analytics in addition to product innovation, this era has borne a new center in the marketing and sales venn diagram: **Revenue Operations.**

Revenue Operations

(RevOps) is the end-to-end business process of driving predictable revenue, across marketing, sales, renewals, and expansion through transparency and execution rigor. Clari

?

The current zeitgeist has paved the way for this new business function that leverages data to decode intelligence about an organization's top accounts. These products help revenue operations leaders pinpoint exactly where marketing and sales functions should focus a team's time and effort to efficiently target opportunities that are most likely to close.

The People Involved in the Pipeline Cloud

MARKETING LEADERS: CHIEF MARKETING OFFICER (CMO) & DEMAND GEN

CMOs and demand gen leaders are tasked with delivering experiences that attract high-quality leads and nurture relationships to engage prospects and customers. It's a key marketing function that aims to increase sales and revenue.

CHIEF REVENUE OFFICERS (CRO), SALES, & REVOPS LEADERS

CROs, sales, and RevOps leaders take responsibility for the software, systems, processes, and data for all the revenue-generating teams inside a company.

BUSINESS DEVELOPMENT REPS

A business development representative (BDR) is responsible for generating new business opportunities by qualifying leads and prospecting through existing business accounts to engage with potential buyers.

CHAPTER 2 RECAP

The Pipeline Cloud is the modern revenue motion, based on the current expectations of the B2B buyer. The Pipeline Cloud motion helps revenue-generating teams intelligently target and engage buyers, and ultimately, grow pipeline.

THE PIPELINE CLOUD IN MOTION

The new revenue team structure is the future of the marketing and sales teams' synergy and productivity. The Pipeline Cloud up-levels these organization's efforts to intelligently drive pipeline. Learn how:

Connect Your Website & Salesforce

Your website is the single most valuable sales and marketing asset. It's the digital storefront of your business and all your sales and marketing efforts are designed to drive

CONNECTED WEBSITE

SALESFORCE SALES CLOUD

buyers there. But what happens when they arrive? Who are they and what are they doing? Historically, the website has been a black box for go-to-market teams. This has been a major problem.

By connecting your website to Salesforce, you get crystal-clear visibility into each and every visitor. Salesforce is your source of truth. It informs how a sales team

Salesforce is your source of truth and houses crucial data for your go-to-market teams.

STEP 2

Gather Signals of Buying Intent

Revenue teams need to know who is visiting their website, what they're looking for, and why—plain and simple. More than ever, first and third-party data reveals the intentions of your buyers and website traffic.

BUYER INTENT
SIGNALS

CONNECTED WEBSITE

SALESFORCE SALES CLOUD

First-party data

? are customer data sets a business collects from customer or audience transactions and interactions on owned channels or properties.

Example of first-party data: time on website

Third-party data

? are data sets collected and managed by organizations that do not directly interact with customers or the business data consumer.

Example of third-party data: Google keyword search

Technologies exist to help you understand what buyers are doing across the web, like account-based marketing platforms that reveal keyword searches, Google searches, and more. This type of third-party data can help your RevOps team paint a picture of your buyer and the research they're performing to ultimately understand their intent.

goes to market and it houses important data like account ownership, account tiering, and business segmentation.

With these two systems working together, you know who your website visitors are, the companies they work for, and all of the associated data from Salesforce.

You can also see what they're doing on your site, what content they're reading, what products they're interested in, and where they are spending their time. This is what we mean by an intelligent website and it is the foundation of the Pipeline Cloud.
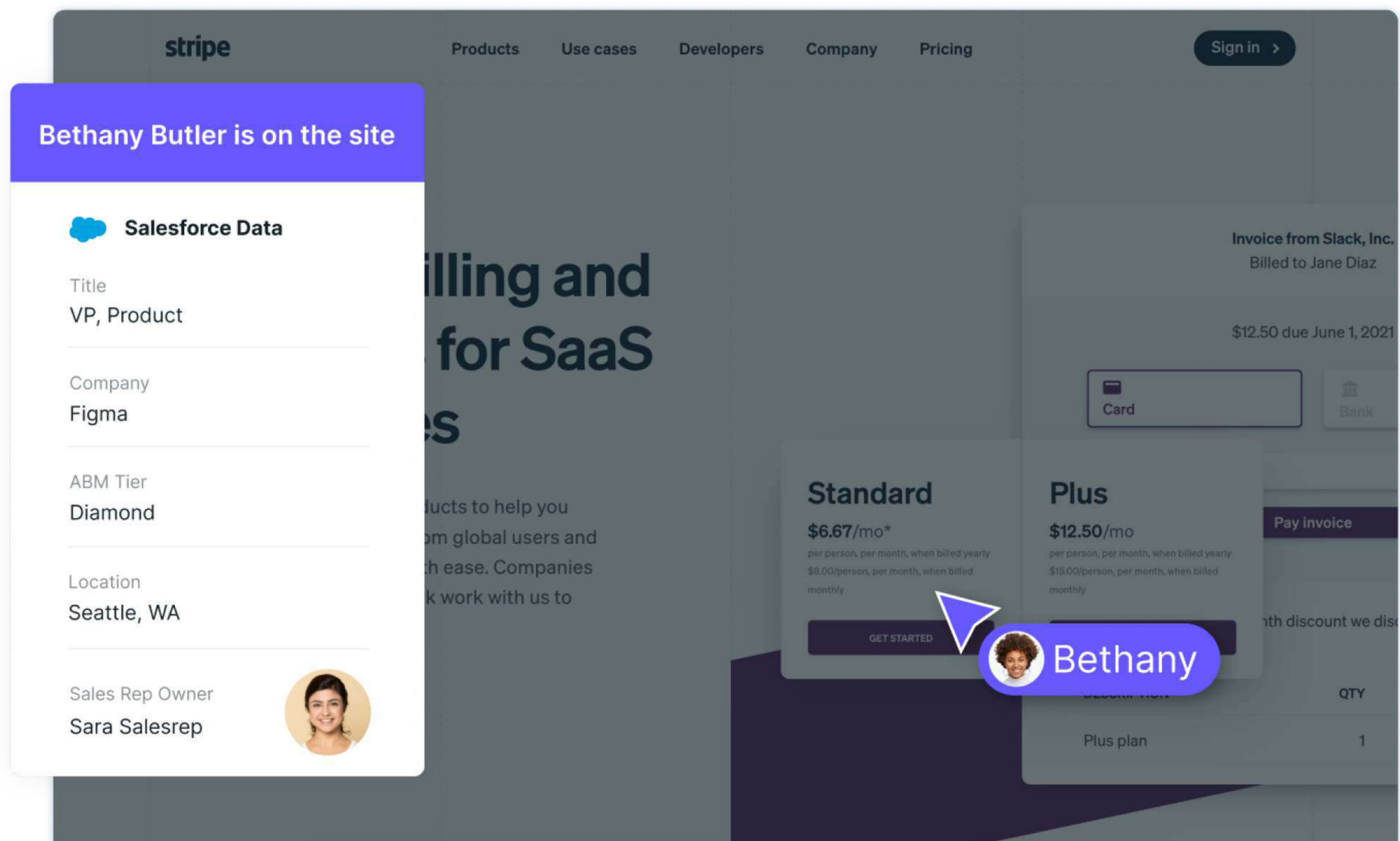
With a connected website, sales reps have complete visibility into each and every visitor.

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This data collection helps create signals of buying intent when buyers are not on your website—and when they do make their way to your homepage, you can leverage first-party data to see where they're spending the most time on your website.
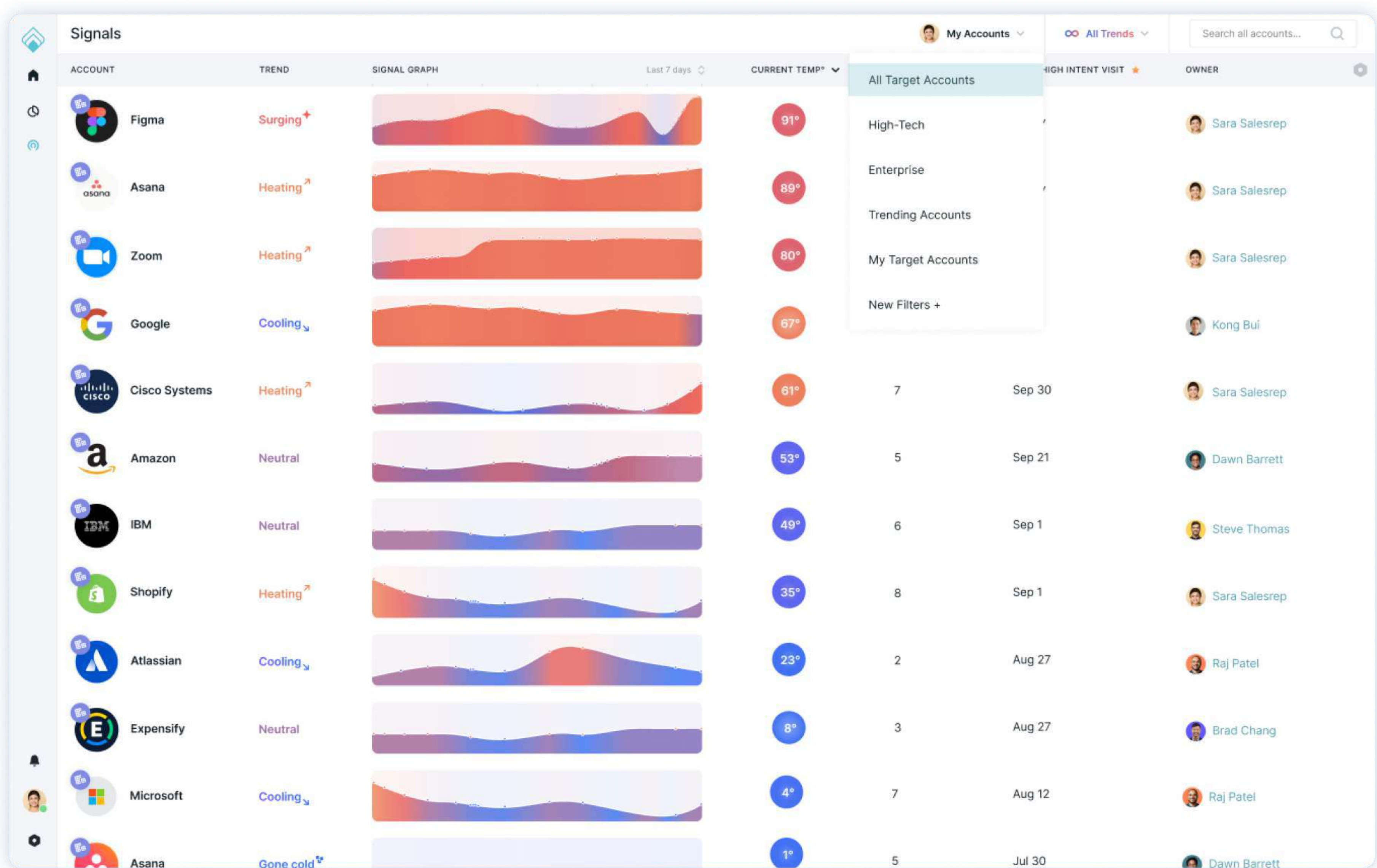
Sales reps can stack rank accounts by buying intent, using first-party website data.

Website activity, in conjunction with your Salesforce data, and rounded out by third-party data, ultimately sets the Pipeline Cloud in motion. The collection of these signals helps your revenue team create a clear picture of who your buyer is and what their web activity reveals.

By assessing these activities, RevOps, sales, and marketing can work together to ruthlessly, and seamlessly, strategize efforts across organizations. This data is a critical step in the Pipeline Cloud motion.

STEP 3

Run Personalized, Targeted Ads

Now that the dataset is up and running, and signals of intent are readily available, modern revenue teams must leverage it to focus on accounts within their ideal customer profile (ICP). This is a key difference for successful teams, especially teams who execute account-based marketing (ABM). ABM platforms use first and third-party data analysis to serve ads based on buying intent, creating contextualized, personalized ads that buyers see across digital channels.

Sales intelligence from RevOps directs your seller's efforts, but it can also direct your demand gen marketing strategies by honing in on ad content, placement, and delivery. This is an added layer of customization that helps your teams get laser-focused on the accounts with the highest likelihood to buy.

RevOps, marketing, and sales teams have the opportunity to knock buyers out with an orchestrated routine that meets the needs of the evolved B2B buyer—and sets a new precedent for the next generation of buyer experience.

The Pipeline Cloud motion empowers revenue teams to put the buyer, and the way they like to do things first, by leveraging first and third-party data to gather intent and serve bespoke ads to the right places at the right time.

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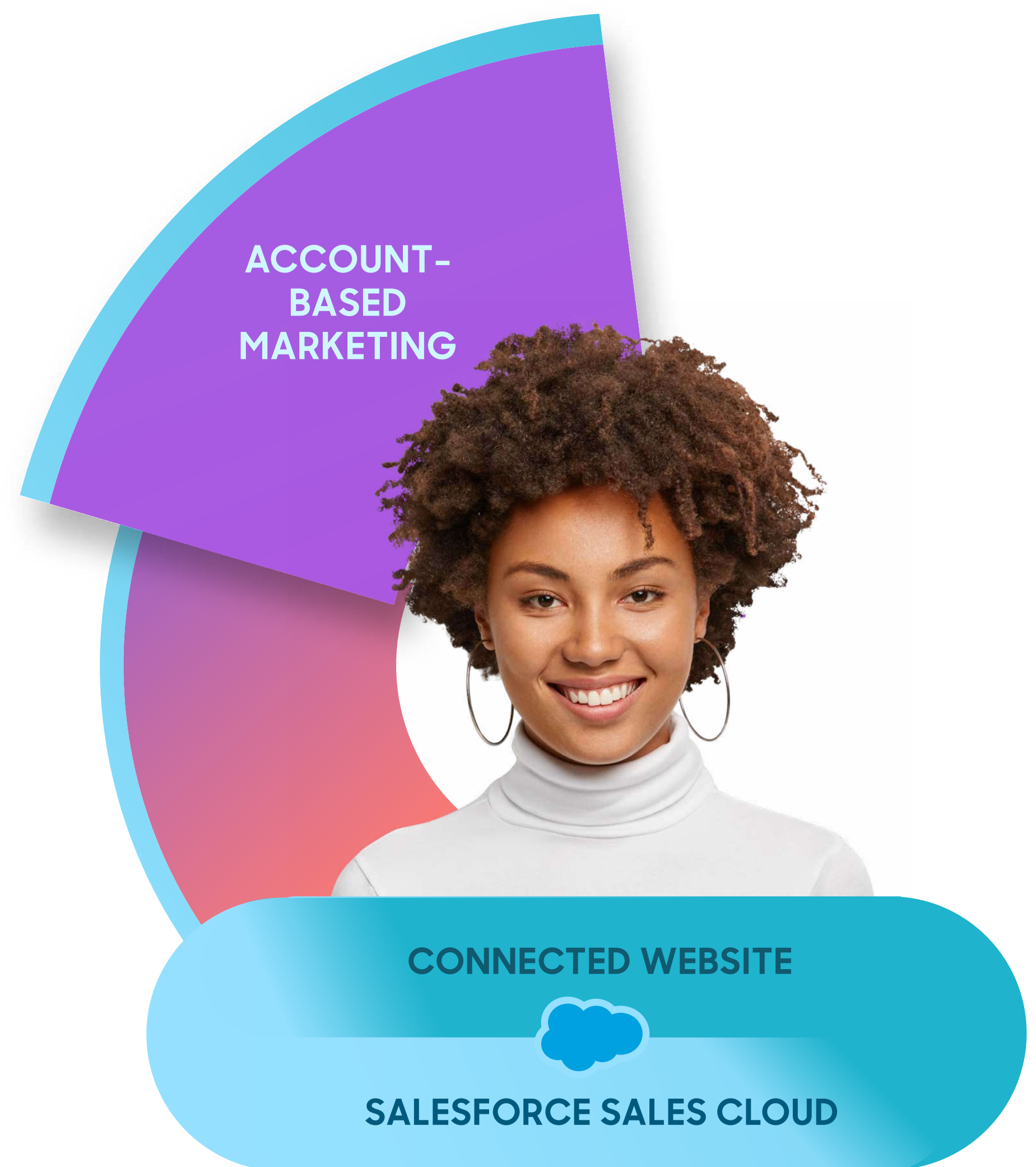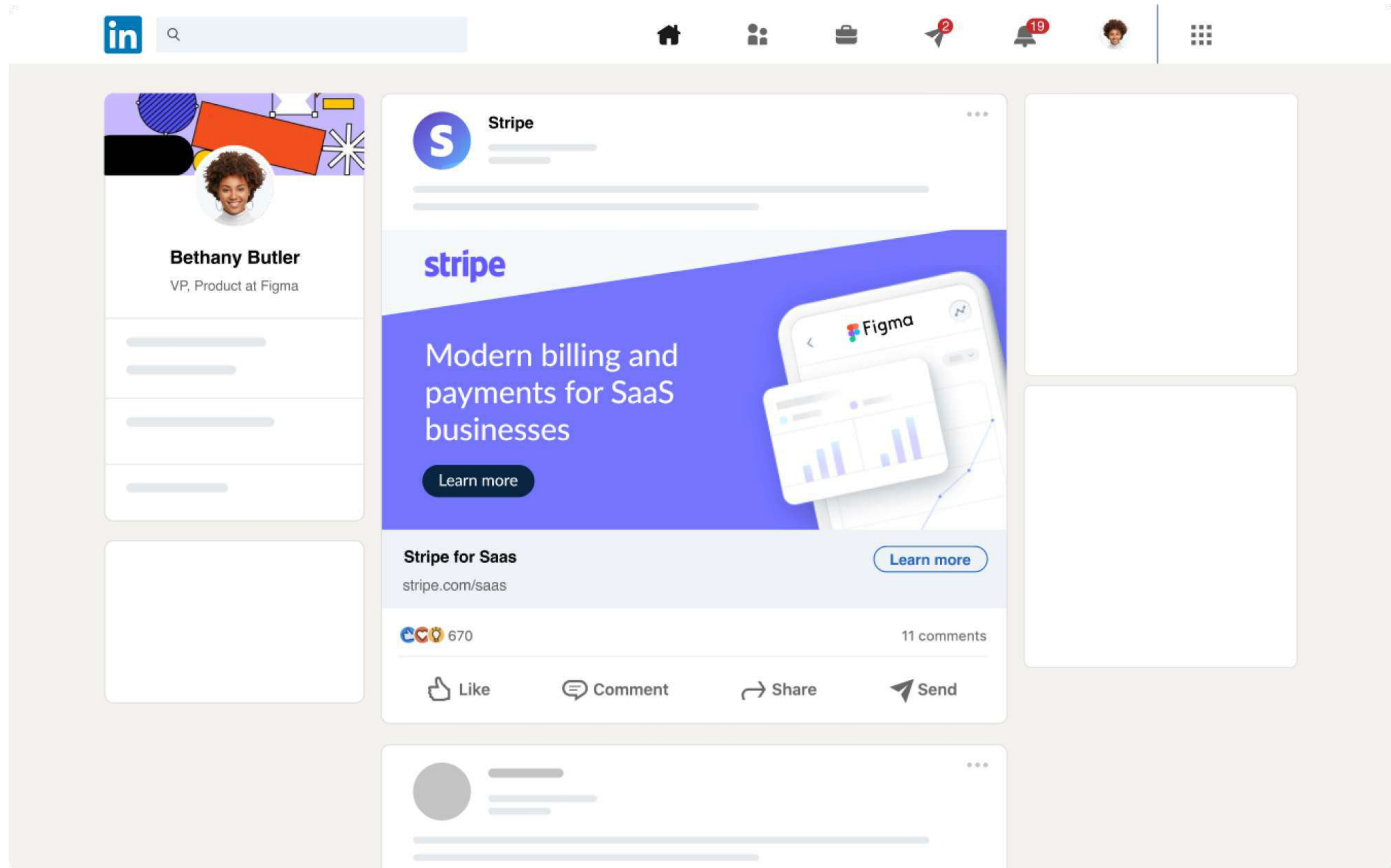
Target high-intent buyers with bespoke ads at the right time and place.

STEP 4

Tailored, Timely Sales Outreach

The Pipeline Cloud is officially in motion, and it's time to leverage intent signals for sales outreach.

Sales engagement tools enable sellers to intelligently manage workflows, glean actionable insights, and deploy custom, personalized communication to buyers. Reps can orchestrate an engaging buyer journey across emails, phone calls, and social media, using positive intent data as a foundation.

Sales engagement is a critical component to the success of Pipeline Cloud. We know that buyers have changed, along with their expectations, and these platforms rely exclusively on the data collected about buyers. Gone are the days of the marketing automation journey, welcome to the future of data-driven buying experiences.
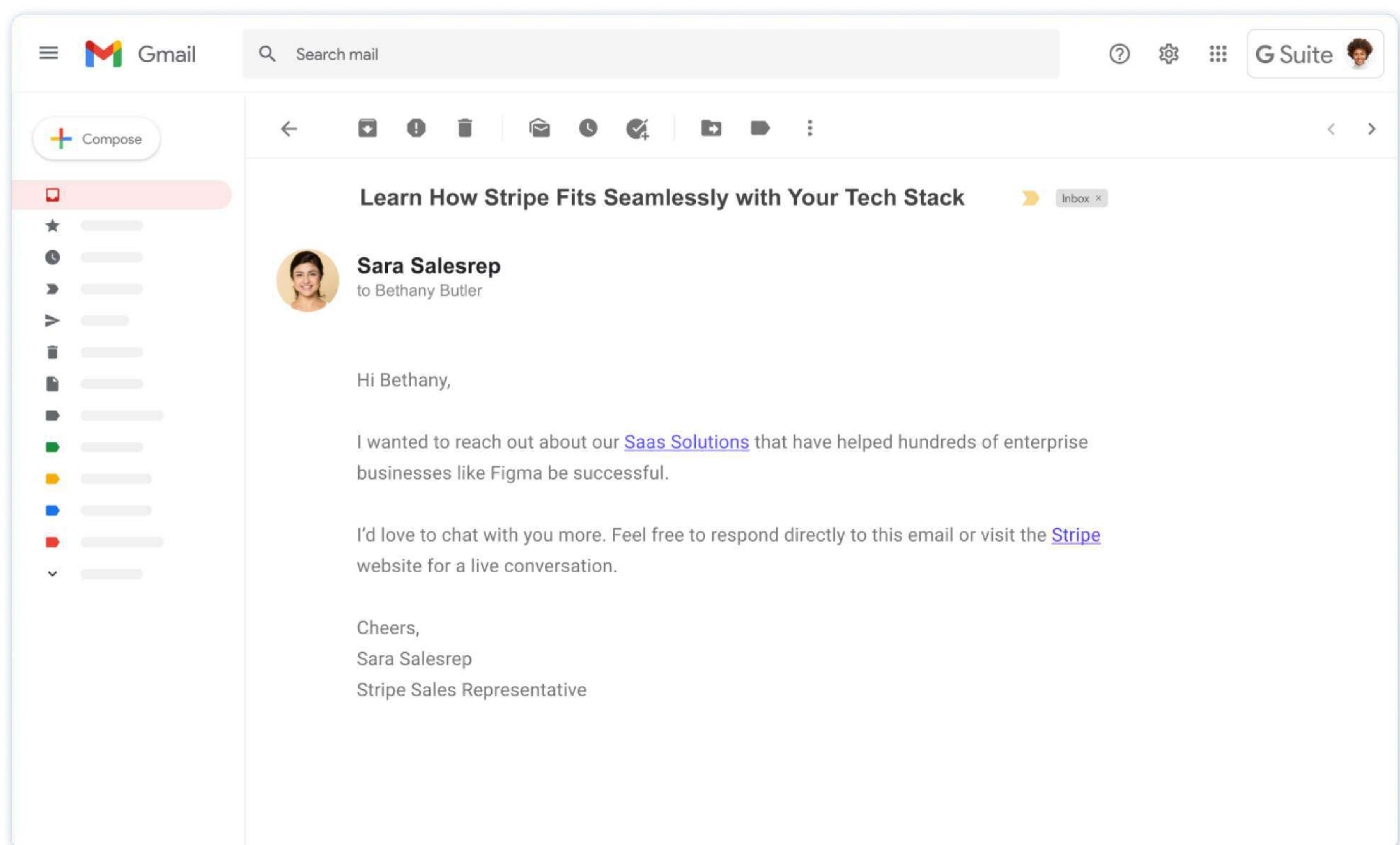
Craft timely, personalized emails that reference recent website engagement.

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STEP 5

Real-Time Sales Conversations, Right on The Website

The activities of the Pipeline Cloud motion are architected to drive buyers to your website, where your reps can facilitate real-time sales conversations.

Equipped with incredible insights about buyers on the website, sellers can understand who the buyer is, what they're in the market for, and where they're researching products on the website.

This is an imperative for modern revenue teams—we know buyers now expect everything on demand…what is more important than teeing up ready-to-buy buyers with a salesperson at the right place (your website) at the right time (when they want to).

Connect with website visitors in real-time through chat, voice, and video coversations.

CHAPTER 3 RECAP

The Pipeline Cloud is the new-school of modern marketing. Powered by cross-functional collaboration and execution, the Pipeline Cloud motion is underpinned by a connected website, bolsters intent data, creates opportunity to serve ads, drives timely, personalized sales engagement, and culminates in the perfect moment of conversion with sales conversations right on your website.

ACCOUNT-BASED
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THE POWER OF THE PIPELINE CLOUD

The B2B Buyer Revolution flipped the B2B technology industry on its head and it's time to change your pipeline generation strategy.

The Pipeline Cloud is the intelligent way to generate pipeline. Utilize buyer intent to understand what your prospect really wants and where they are in their buying journey, create personalized experiences through advertising and sales engagement platforms that wow buyers, and create opportunities for real-time conversations to close more business.

Qualified, the leader of the Pipeline Cloud movement, is imperative for modern teams responsible for growing pipeline in a thoroughly data-driven, intelligent way:

SALESFORCE-CONNECTED WEBSITE

The foundation of the Pipeline Cloud is a Salesforce-connected website. By connecting your corporate website with Salesforce, the world's #1 CRM, you get crystal-clear visibility into who's visiting your site. You can see which companies they work for, if there are any open sales opportunities, and how they're exploring their content.

REAL-TIME CONVERSATIONS, POWERED BY QUALIFIED CONVERSATIONS

Once your website is connected to Salesforce, you have to be ready to meet with your best buyers right on your website, the moment they arrive on your site and are ready to learn more. With real-time sales conversations, sales reps can have instant, personalized conversations with their most qualified buyers using real-time chat, voice, and video.

OUTBOUND OUTREACH, POWERED BY QUALIFIED FOR OUTBOUND

With Qualified for Outbound, sellers can prioritize target accounts with the highest propensity to buy and craft hyper-personalized email campaigns. The moment a prospect clicks through and arrives on the site, sales reps are immediately alerted and can engage their prospect in a conversation that converts.

ACCOUNT-BASED MARKETING, POWERED BY QUALIFIED FOR ABM

With Qualified for ABM, marketers can build unique audience segments and execute targeted ad campaigns that put your brand top of mind and drive buyers back to your website with every click. Then, sales reps can meet with buyers the moment they arrive on the site, maximizing ad spend and pipeline.

BUYER INTENT SIGNALS, POWERED BY QUALIFIED SIGNALS

Qualified Signals uses first party website data and AI-driven insights to tell you which accounts are in-market to buy and sales ready. By understanding these signals, you can shape your go-to-market strategy and optimize your team's time and efforts.

Meet Qualified

The leading pipeline generation platform for Salesforce, designed to help you engage and convert your target buyers.

Trusted by the world's leading brands

Matterport™   dremio   braze   KORN FERRY

poly   talkdesk®   talend   VERITAS

Sendoso   bitly   vmware®   HashiCorp

sodexo   Staffbase   Gamma   DEMANDBASE

The trusted enterprise platform

SOC 2 CERTIFIED   GDPR COMPLIANT   ISV CERTIFIED   99.99% UP TIME

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