



Exegraphics Change Everything

If your company has a steady stream of inbound leads—so many that you don't need an inside sales team or sales development reps—this white paper is not for you.

But if you're still reading, it means that, like most every company in the world, yours can never satisfy your appetite for great prospects.

Even for sales development reps (SDRs) and marketers who really understand and leverage their companies' ideal customer profiles (ICPs), these ICPs can only help so much in prospecting. Why? Teams aspire to build their ICPs using observations around what ideal customers have in common. In practice, however, the only filters SDRs can access as they dig for new prospects are standard industry and company size (firmographic) filters. Unfortunately, these filters describe companies only superficially.

Rev takes a different approach. We recognize that sales and marketing teams need a way to reliably and repeatedly locate more customers that look like your best customers. To support this process, we introduced **exegraphics**. Exegraphics are the characteristics that define how companies do what they do. They go much further than the view prospecting teams can see normally. But to truly understand exegraphics, you need a way to review enormous amounts of data. Artificial intelligence (AI) is this tool. When you combine exegraphics and AI, magic happens.

Exegraphics change everything.

The Problem: Finding Your Next Best Customer

Automatic Prospect Discovery

Every great sales development rep and marketer knows that to generate conversion and sales, you target prospects that look like your best customers. If your best customers are industrial equipment manufacturers, you go find more industrial equipment manufacturers. In the quest to get the most from their outbound efforts, enterprise teams burrow deep into firmographics—into traits such as industry, company size, and number of employees.

Most sales and marketing teams take this path because they assume, logically, that companies in the same subsector likely face the same types of issues and challenges. What we've learned, however, is that two companies in the same industry may have different levels of comfort with technology adoption—one manufacturer adopts technology at the earliest moment while the other waits until others have vouched for its utility.

In this case, if you're selling a disruptive technology, the assumption that firmographic look-alikes buy alike does not hold.

Go-to-market teams also, unknowingly, exacerbate this look-alike problem. Specifically, they double down on the similarities they observe.

What often happens is that marketing creates a deck with a description of the ICP, shares it with the sales enablement team, and everyone focuses on looking for customers that match that ICP. But since firmographics direct them to the wrong prospects, companies waste time and clog the sales funnel with leads that will never convert to customers.

The Role of Exegraphics

The best SDRs know that, if they can surface the deeper signals about how a company does

business, going beyond firmographics, they'll be able to locate prospects who are more likely to enter the sales funnel. Still, even if you know exactly what kinds of prospects you are looking for, finding them is a challenge.

For instance, if you are a medical equipment company selling patient respiratory systems (e.g., nebulizers) to hospitals, you may have noticed similarities between your best customers, similarities beyond industry and company size. You realize that it isn't just the common measure—number of employees—that determines a hospital's need for your equipment but also its emphasis on pulmonology treatment, number of asthma patients, and even whether or not the chief of pulmonology takes an approach that favors inhalers over nebulizers.

How do you find this information?

Exeographics and Your Next Best Customer

Sales teams need and deserve more than firmographics. We've found a way to identify the deep signals—exegraphic data describing how a company does business—that help you hone in on the best prospects for your product or service. Like consumer psychographics, our business exeographics identify how companies do business, capturing the nuance that makes a prospect a true best fit. In turn, you can uncover the highest-quality prospects at scale.

We've spent a decade conducting research into the meaning behind different data signals and how they correlate with company behavior. We've learned that specific exegraphic signals can reveal information about a company—things like a company's sales tactics, strategy, hiring patterns, and recent developments.

We use our 500+ exegraphic lenses to help us uncover the following company characteristics:

- **Early adoption:** To what degree does a company show a willingness to take a chance on something, like technology, that isn't widespread or popular?
- **Growth:** To what degree does a company staff up? This lens explores the flow of employees in and out of a company.
- **Tech orientation:** To what degree is a company dependent on technology? Do they throw people at the problem or invest in technology?
- **Interdepartmental breakdowns:** What is the size of each department relative to total headcount?

Those are just a few examples. If our users don't see the exegraphic lens they need, we spot an opportunity. Our platform is customizable, so teams can create their own lenses and deploy them to all SDRs and outbound teams.

While these exegraphics are available in breadcrumbs across the internet, it would take massive amounts of time to read and assemble all of the information on how well even a single prospect matches your ICP—much less conduct that research dozens or even hundreds of times. No wonder SDRs spend half or more of their time today just doing manual research. This is where AI can be a huge accelerant to outbound prospecting.

When you turn AI loose on all of those breadcrumbs, everything changes. AI sees interesting patterns in those millions of signals. While you can use AI to find patterns in almost any kind of data, this pattern-matching process is especially good at answering the question, “Who is my next ideal prospect?”

AI Makes Exegraphics Actionable: The AI-Powered ICP

Any SDR that does outbound targeting will admit it: Even when you know what you're looking for, the universe can be overwhelming. Rev doesn't just offer exegraphics—we make them actionable.

Using AI, Rev builds a mathematical model of your ideal customer. We call it an AI Customer Profile (aiCP), and it is radically different from a traditional ICP. Instead of relying on perceived similarities among your best customers, aiCPs put an end to this guesswork. By relying on exegraphics, the aiCP provides a more precise, efficient, and comprehensive way to build ranked lists and territories, optimize outbound prospecting, and manage inbound scoring and routing.

The Living aiCP

We live in a world of connected information. Just as a driver's route must take into account traffic, weather, roadwork, and more, an ICP should be dynamic, constantly taking in new information—such as management changes, attitudes toward new trade rules, the average age of incoming executives, and more.

Instead of a lifeless ICP, your aiCP is a living model. It ingests exegraphics and uses AI to uncover patterns among a company's best customers. A powerful aiCP ingests firmographic and technographic information and even private data sources. For instance, data from LinkedIn and intent data can bolster an aiCP, and as a living model, the aiCP “learns” and improves over time.

And once the aiCP creates a mathematical model that represents your best customers, you can leverage that model (and the exegraphics that support it) to find other prospects that look just

like them. The living aiCP, becoming smarter and more refined every day, creates a steady diet of prospects for your outbound team.

When you combine exegraphics and AI, you find the fresh prospects that will become your next best customers.

If you're ready to find more prospects that look like your best customers, give us a call for a demo.

About Rev

The world's best B2B sales and marketing organizations, including ZenDesk, Oracle, and 7 of the top 10 cloud software companies, use Rev to find more prospects in less time, improve lead quality throughout the pipeline, and drive consistent revenue growth. 2020, Inc named Rev to its list of 500 Fastest Growing Companies. Headquartered in San Diego, Rev is a SaaS company funded by Bow Capital and Rally Ventures.