



Predictive Cloud

KEY BENEFITS

- Injects predictive insights directly into the workflow of your reps
- Improves prediction by utilizing all the relevant data within your organization
- Custom-built models framed for your unique data and processes
- Up to 60% lift in revenue per call

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The InsideSales.com Predictive Cloud is the only predictive platform that accelerates the full customer lifecycle, from lead to close to expansion, and prescribes specific sales activities across that lifecycle. For executives managing the overall effectiveness and profitability of their revenue machines, the Predictive Cloud generates custom AI-powered models leveraging Neuralytics and other unique data to answer some of the most critical business questions.

Answer Key Growth Questions

Sales and revenue leaders need to understand how to improve the efficiency of each stage in the customer lifecycle in order to efficiently grow. The Predictive Cloud applies custom algorithms tailored to the specific business needs of each customer. These needs are mapped out through an intensive on-site review. The Cloud team assesses current needs and evaluates the most important opportunities for growth, then charts a clear course forward.

Customer Lifecycle				
Marketing	Prospecting / Qualifying	Sales	Expansion	Customer Success
Who is most likely to be interested?	Who is most likely to qualify and when?	Who is most likely to buy and when?	Who is more likely to buy what and when?	Who is most likely to churn or renew?

Get the Most Out of Your Data

Modern organizations depend on more than CRM data. Marketing data on web leads and other prospects, customer data on contract dates and purchases, and data on product lines and supply chains, all live outside the CRM but can have significant impact on evaluating the likelihood of prospects and customers to buy. The Custom Predictive Cloud can ingest, anonymize, normalize and analyze data from any source and use it to make superior predictions.

Revolutionize Your Data with Neuralytics

Neuralytics is built on the largest integrated sales behavior database in the world. This dataset includes trillions of unique data points on everything from sales calls and pipeline changes to forecast rollups. Neuralytics securely and anonymously incorporates cross-company data from each customer's CRM, in addition to appending valuable external data, to power predictive algorithms that are built specifically for sales and go beyond any individual company's experience.