



REVENUE MARKETING PLATFORM

Multiply your growth potential with a solution built for B2B marketers



Drive high-quality pipeline by eliminating wasted costs, time, and effort through intelligent targeting, automated workflows, and personalized campaigns.

B2B marketing teams are flying blind as buyers conduct 70% of their journey anonymously. Traditional tactics are no match for today's complex buying journeys. This lack of visibility is costly for marketing and sales efforts, resulting in wasted money, time, and efforts chasing the wrong people, sending the wrong message, and doing piles of busy work that don't have any real impact on pipeline.

6sense's Revenue Marketing platform uncovers anonymous buying signals, understands buyer intent, and accurately predicts the buying stage enabling marketers to identify, engage, and convert more opportunities into revenue. With 6sense's intelligent data layer, marketers gain the visibility they need to automate multi-channel campaigns that reach the right buyers at the right time with personalized messages and align with sales to deliver high-quality pipeline.

Marketing teams of all sizes are using 6sense to efficiently deliver high-quality pipeline.

+30%

Increase in opportunity volume



-50%

Decrease in market spend



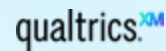
+250%

Increase in outbound pipeline



-66%

Decrease in cost per opportunity



Uncover hidden demand

- Uncover anonymous buying signals and identify buyers that are actively seeking a solution like yours.
- Orchestrate data from millions of potential buyers to map decision maker behavior and uncover intent.
- Ensure the right accounts and contacts are engaged early and progressing pipeline.

Target ideal buyers

- Define ICP and build a list of target accounts from the universe of available opportunities.
- Build audiences from real-time data like campaign engagement, intent and buying stage predictions.
- Optimize GTM activities with automated workflows that target buyers across channels – web, chat, advertising, and email.

Drive pipeline growth

- Activate dynamic audiences across Advertising channels – including connected TV, display, native, paid search, social and video – from a single platform.
- Automate sending personalized and contextual email outreach and replies with AI email agents.
- Align with sales on the best time to engage buyers, how to convert them, and track the entire journey.

Everything marketers need to deliver high-quality pipeline

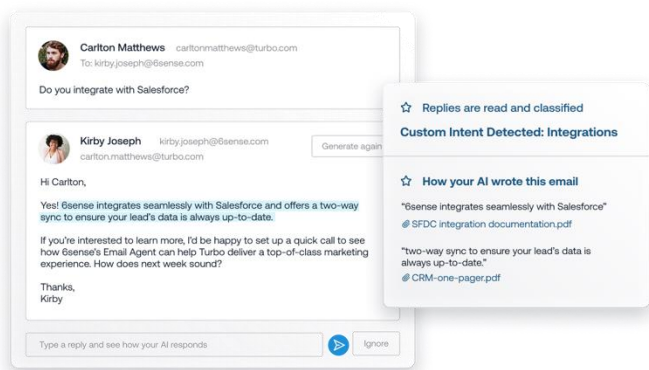
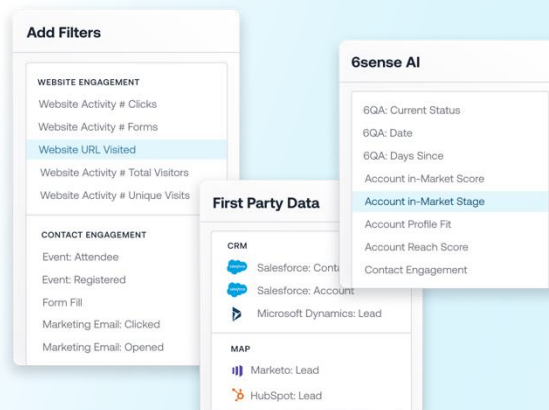
Uncover hidden buying signals, establish a single source of truth for revenue data, and drive pipeline growth by executing intelligent, automated, and personalized campaigns that reach buyers at the right time with the right message.

Audience Builder

Target the right accounts with dynamic lists powered by intelligence and first-party data.

Intelligent Workflows

Automate cross-channel orchestration with data-driven rules that trigger the right actions.



Advertising

Forecast and deliver high ROI ad campaigns across connected TV, display, paid search, social and video.

Email Agents

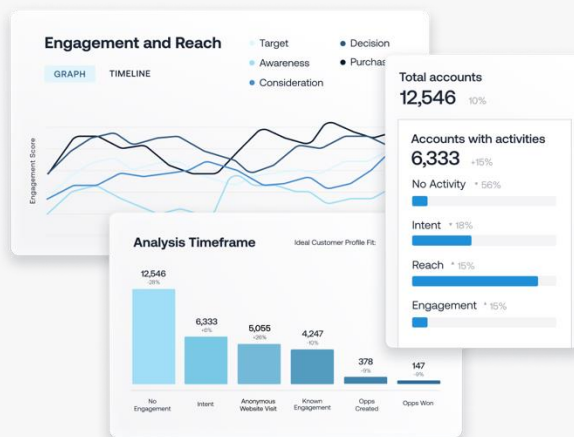
Deploy AI email agents that craft personalized emails, automate replies, and book meetings.

Smart Form Fill

Boost conversion rates with real-time form enrichment and validation.

Reporting & Analytics

Real-time dashboards track performance insights into buying stage progression, campaign engagement, and impact on pipeline.



6sense revolutionizes how B2B organizations identify, engage, and convert their best potential buyers to revenue. The 6senseRevenue Intelligence Platform unifies comprehensive buyer intent data, AI-powered predictions, and orchestrated engagement capabilities in a single solution that aligns marketing and sales teams. By capturing anonymous buying signals and predicting account behavior, 6sense enables companies to engage buyersearlier in their journey, increase pipeline conversion by 40%, and drive predictable revenue growth. 6sense has been recognized for its marketdefining technology by Forbes Cloud 100, Gartner, and Forrester, and for its strong culture by Glassdoor, Inc. Magazine, and Comparably.

For more information, visit 6sense.com or follow us on LinkedIn and X.

