

Intent Use Case Spotlight: Account Prioritization & Pipeline Acceleration

What is Account Prioritization & Pipeline Acceleration?



Process of using intent data to focus on specific leads/accounts (e.g., sales-accepted leads, etc.) that are most likely to convert to opportunities.

Intent Data Use Case Maturity Journey

Stage 1 Use Cases

- Account Identification/ Selection
- Digital Advertising
- Lead Generation
- Message Selection/ Content Creation

Stage 2 Use Cases

- Lead/Account Scoring
- **Account Prioritization/
Pipeline Acceleration**
- Churn Prevention
- Upsell/Cross-Sell

Stage 3 Use Cases

- Market Intelligence
- Event Planning

Stages in ascending order from easiest to most difficult to implement.

"50% of leads are qualified, but not yet ready to buy."

[Gleanster Research]

Who Uses Account Prioritization & Pipeline Acceleration?



Marketing

Sales

Customer Success

- Business/sales development reps (BDRs/SDRs)
- Account executives



Why Do They Use It?

Ensure BDRs/SDRs aren't wasting time and effort trying to engage and convert organizations that are unlikely to buy

How Do They Use It?



Allocate time, effort, and resources to intent-identified accounts currently researching their products and services, and thus are more likely to buy.

[\(Read here for how BDRs/SDRs can further prioritize accounts using intent data.\)](#)

Usually a mid- to bottom-funnel activity

**Account Prioritization
& Pipeline Acceleration**

