

IGNITE YOUR GO-TO-MARKET STRATEGY WITH FIRE

With FIRE, your time is spent closing deals, not chasing dead-end leads.

Decoding data using outdated solutions and imperfect criteria may be holding you back.

The FIRE approach can help you focus your energy by better identifying your next potential customers.

ANATOMY OF FIRE

FIRE

FIT



Know which accounts are a good match for your product or service.

INTENT



See who's doing heightened research, indicating a motivation to buy.

REGENCY



Get insight on how recently an account showed intent or engaged with your brand.

ENGAGEMENT



Understand when and how an account has interacted with your brand.

HOW FIRE HELPS

FIRE drives better business results by simplifying goals and prioritizing leads. The benefits of this approach are vast:

RAPIDLY
INCREASED
PIPELINE



ACTIONABLE
INSIGHTS
DRIVEN BY
YOUR OWN
EXISTING DATA



GREATER
SALES
VELOCITY



LARGER
AVERAGE
DEAL SIZE



CATCHING FIRE: A SUCCESS STORY

Terminus was one of the first companies to operationalize FIRE. The results of their revamped ABM approach were quick and significant:



125%

win rate from a first demo across their sales pipeline



35%

increase in annual contract value



20

days dropped from the sales cycle, speeding up the process

"With FIRE we are focused on quality, not volume. Our sales team has fewer accounts, but those accounts are far more qualified. Every meeting is a high-value meeting."

—Peter Herbert, Chief Marketing Officer at Terminus.

EverString's marketing and sales intelligence software puts the power of artificial intelligence (AI), applied data science and the most reliable data directly into the hands of marketing, sales and operations teams, so they can build pipeline, prioritize prospects and streamline operations.

TO LEARN MORE, DOWNLOAD THE FIRE EBOOK.

Visit [EverString.com/firebook](https://www.everstring.com/firebook)

TO SEE FIRE IN ACTION, REQUEST A DEMO TODAY.

Visit [EverString.com](https://www.everstring.com)
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