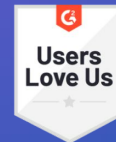
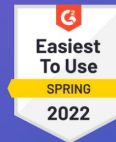




# Albacross



# Imagine putting all your money in a bag, but the bag is leaking

## Awareness

**\$780.59B**

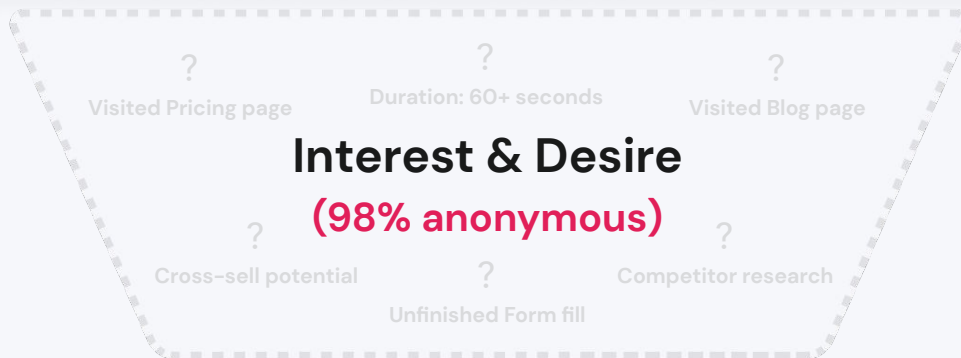
*Ad Spend in 2021*

**66%**

*Planned spend increase in 2022*

**\$66B**

*Annual Spend on Sales Enablement*



## Action

Only 2% return

It's time for marketers to finally be in the driver's seat

Awareness

## Uncovering Unseen Buying Intent



5,001-10,000

INTENT

Unfinished Form fill

Klarna.

1,001-5,000

INTENT

Visited Pricing page

Personio

1,001-5,000

INTENT

Cross-sell potential

PEO

201-500

INTENT

Visited Blog page

GONG

501-1,000

INTENT

Competitor research

celonis

1,001-5,000

INTENT

Duration: 60+ seconds

Action

# Use cases that secures outcomes & ROI

#1 Use case

Intent data for Outbound



HubSpot

#1 Outcome

**Generate more pipeline  
from hidden demand**

#2 Use case

Sales alerts on  
pipeline & customers



#2 Outcome

**Find upsell opportunities &  
shorten sales cycles**

#3 Use case

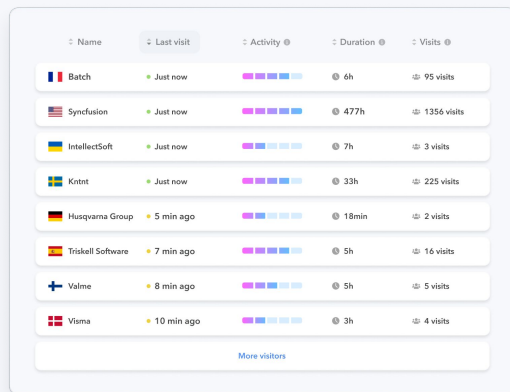
Intent Driven ABM



#3 Outcome

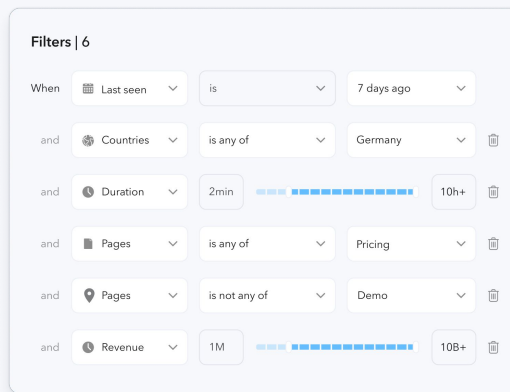
**Nurture accounts with high  
buying intent**

# Simple yet powerful enterprise solution



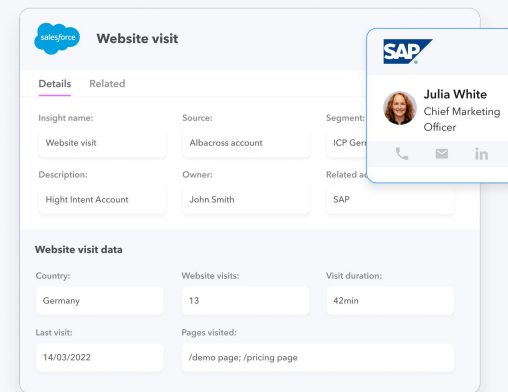
## Reveal accounts

Map visiting IP addresses to accounts through our global database



## Qualify ideal buyers

Configure filters to find your ideal buyers and the level of intent they show



## Send insights into your existing tech stack

Let your sales team craft relevant messaging based on insights of account activity and intent

# 33%

Higher conversion rate –  
Albacross helps us support our  
rapid revenue growth targets.



Louis Uguen  
Ex-Growth Manager



# 83%

Better conversion. Albacross  
captures our Tier A+ accounts  
and we achieve higher conversions.



Gauvain Thery  
International Growth  
Accelerator Manager

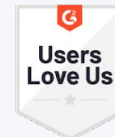
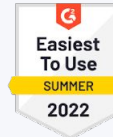


# 7x

More companies identified  
than before. Albacross gives great  
quality and quantity of data  
for website personalization.



Pim van Wetten  
Digital Marketing Manager



# Activate use cases through our outcome driven onboarding process

with your dedicated customer success manager

1-2 weeks

2-3 weeks

Quarterly

Stage 1

## Understand your business & set the plan

Understand your goals, ideal buyers, marketing and sales structure and tool stack.

Ensure the Albacross CSM team is able to advise you best in seeing value with the platform.

Stage 2

## Segment buying intent for different use cases

Build segments according to who your ideal buyers are. Reveal the most relevant accounts that have shown the highest intent.

Create segments for the different use cases.

Stage 3

## Connect use cases into the stack

Set up workflows to your existing sales & marketing stack. Let your team consume and act on intent data directly in the platforms they're using on a daily basis.

Connect your LinkedIn ad account.

Stage 4

## Activate our insights & use cases

Focus your efforts on generating the outcomes defined in our success plan. Use best practices from success cases.

Engage with insights from Albacross and get ROI

Stage 5

## Quarterly Business Reviews

Cover your current setup, results, and feedback. Ensure you are progressing towards achieving your goals & objectives and have the best possible setup.

Net Solutions jest jedynym polskim partnerem szwedzkiej firmy Albacross i wspiera wdrożenia jej platformy Account Based Marketing.

Wdrażamy, konfigurujemy, utrzymujemy platformę dla naszych klientów, szkolimy jak efektywnie z niej korzystać. Pomagamy w integracji platformy Albacross z innymi narzędziami, jak Slack, Salesforce, Pipedrive, a także wieloma innymi, z którymi nie ma gotowych integracji, za pośrednictwem Zapier. Pomagamy konfigurować lub prowadzimy kampanie LinkedIn w oparciu o dane pochodzące z Albacross.

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