

	Strategy	Intent Data	Content	Awareness	Demand	Sales
<b>Product Teams</b>						
Optimize Product + Go-to-Market Strategies	●	●				
Craft Impactful Positioning + Messaging	●	●				
Create Content that Educates + Influences Buyers	●	●	●			
<b>Marketing Teams</b>						
Maximize Brand Awareness + Consideration		●	●	●	●	
Generate Better-Qualified Leads		●	●	●	●	●
Identify + Engage Buying Groups		●	●	●	●	●
Drive Revenue with + through Partners	●	●	●	●	●	●
Maximize ROI from Online + In-Person Events		●	●	●	●	●
Seamlessly Execute Global Campaigns at Scale			●	●	●	
<b>Sales Teams</b>						
Enable Sellers + the Channel Ecosystem	●		●			●
Prioritize Accounts + Focus Prospecting		●			●	●
Understand Buyer Needs + Personalize		●	●		●	●