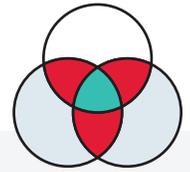


# Increase Sales Efficiency, Deliver a Better Customer Experience

How many hours of your day do you spend managing account hierarchies? If you don't have an automated process in place, it's a lot of manual work to research and understand parent-child relationships, create accounts in your CRM, and then link all related accounts. It's a time-intensive process that frankly, no one wants to do.

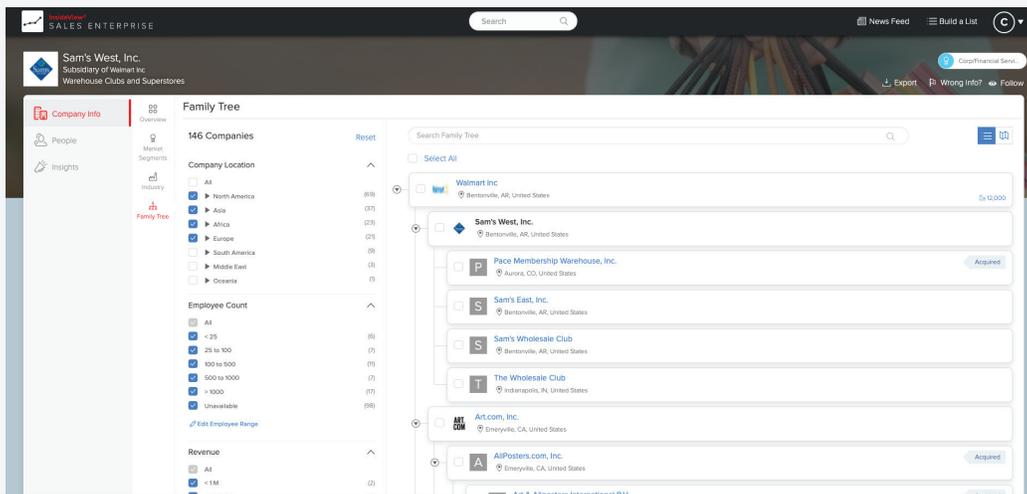
To perform targeted account strategies such as account-based marketing (ABM), you'll need to have a complete picture of your account hierarchies. InsideView automatically creates and updates account hierarchies in your CRM to mirror our family tree data, so you're not wasting your time on manual research and data entry.



**950+**  
Mergers and  
acquisitions  
per week

Source: Institute for  
Mergers, Acquisitions  
and Alliances

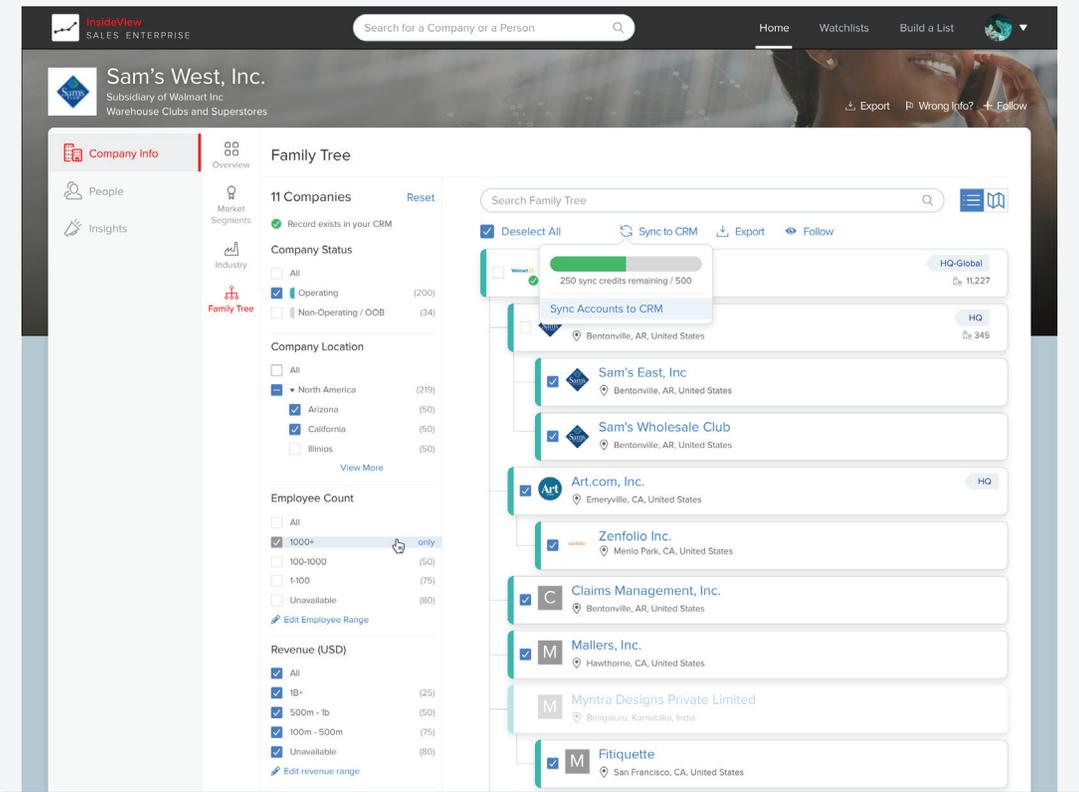
## WHAT CAN YOU DO WITH AUTOMATED ACCOUNT HIERARCHIES?



Increase your footprint within target accounts and enable cross-selling to companies within a corporate hierarchy.

ACCOUNT > CLOUD9 IDE, INC.		
Account Hierarchy		
ACCOUNT NAME	BILLING STATE/PROVINCE	ACCOUNT OWNER ALIAS
Amazon.com, Inc.	WA	lois.aji
Alexa Internet, Inc.	CA	lane.smi
Amazon Lab126	CA	shelby.b
Amazon Robotics LLC	MA	asmit
Amazon Technologies, Inc.	NV	asmit
Amazon UK Services Limited	England	IV APP
Amazon Web Services, Inc.	WA	htuck
Cloud9 IDE, Inc. <b>current</b>	CA	lane.smi

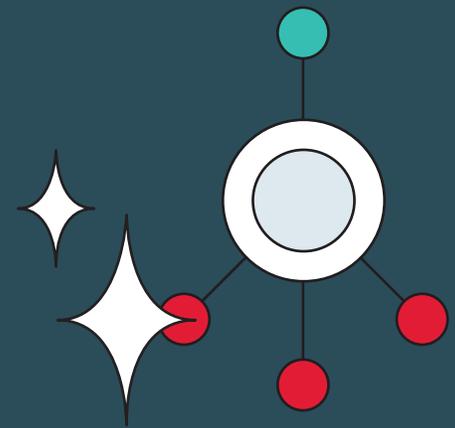
Accurately assign leads and accounts based on ownership rules; rely on InsideView to automatically create and complete linkages between parent and subsidiary accounts.



Sync family trees to your CRM so company records are always up-to-date and available for managing activities at the account and opportunity levels.

## KEY BENEFITS

- Identify new upsell and cross-sell opportunities with prospects, customers, and partners
- Improve customer experience by accurately routing leads to the appropriate corporate family and ensuring proper assignment and management
- Avoid sales territory conflicts with account assignments and rules in place that define hierarchy relationships
- Shorten the sales cycle through warm introductions to related companies



## The InsideView Advantage

InsideView helps businesses drive rapid revenue growth by empowering business leaders to discover new markets, target and engage the right buyers, and manage customer data quality. Our [AI-based B2B data and intelligence platform](#) delivers the industry's most relevant and reliable buyer signals and, combined with InsideView's data expertise and best-in-class customer support, is trusted by the world's best performing companies.

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