10 Ways To Win

B2B Hierarchy Mapping.

With Leadspace's Corporate Families MAP you can automatically clean up, dedupe, unify, update, map and explore the company and account data that exists across your disparate systems into your CRM platform. Here are 10 ways you win with B2B Hierarchy Mapping.

#1 Data Organization & Management

Having hierarchical structures mapped makes it easier to organize and retrieve customer data, leading to more efficient data management practices, especially as you ingest new data into your systems and apply AI-models. Additionally, analyzing customer data in a hierarchical format simplifies the identification of patterns and trends, aiding in better decision-making and Identity Resolution.

#2 Segmentation

Having hierarchical data allows for precise segmentation for advanced buyer targeting with campaigns that can address specific needs and preferences of different buying groups. Additionally, businesses can personalize communication and offers by understanding a person's position within their organization's hierarchy, including their buying power, needs and behaviors to increase the odds of customer satisfaction and loyalty.

#3 Buyer Behavior Analysis

With hierarchies mapped, it's easier to understand how different customer segments or even divisions within a company behave and interact with products or services so that you can create signal-based cross sell or upsell strategies. Hierarchical data can also enhance predictive analytics via AI models by providing a structured way to predict future trends in divisions or repeatable approaches like in franchises.

#4 Sales & Marketing Strategies

In the B2B world, understanding the hierarchy within a target organization (the organizational structure, decision-makers, influencers, users) enables you to optimize your Account-Based Marketing (ABM) strategies. Having that understanding enables sales teams to prioritize efforts based on a company's organizational structure, focusing efforts on targeting decision-makers or influencers in a buying group at a high-value account or accounts with the greatest potential for growth (cross-sell / up-sell).

#5 Faster Lead-to-Account Matching

The ability to react to a lead or inquiry in minutes often depends on understanding which territory the lead should be routed. The most common errors center around the system not knowing that LinkedIn for example is a part of Microsoft. Although that's an obvious relationship, often entry-level reps or marketeers may not be aware of it. These errors can mean the wrong rep gets started on the lead only to find out it's their colleague's account.

#6 Resource Allocation
Understanding the hierarchical structures of target accounts enables you to identify account penetration strategies with the highest profit potential or those that require more attention, which makes it easier for businesses to efficiently allocate sales and marketing resources. At the same time, by identifying which segments are less valuable, you can cut costs by reducing any excessive resources being wasted on bad accounts.

#7 Reporting & Dashboarding
Hierarchical buyer data enables you to create more intuitive and insightful reports and dashboards to facilitate better analysis, monitoring, alerting and decision-making. This boosts your "hammer-down" capabilities as leadership and stakeholders are better equipped to explore data at higher scale with more details – enabling them to hone-in and tackle precise problems or opportunities.
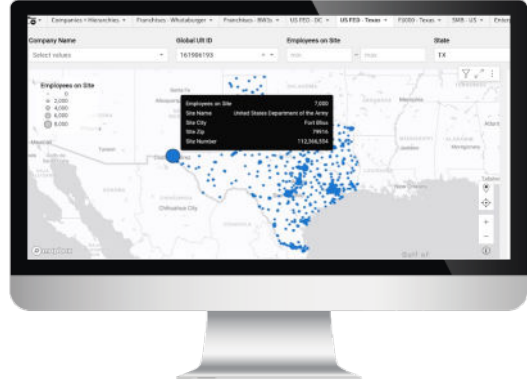
#8 Customer Relationship Management
Hierarchies help in mapping relationships between different customers, such as corporate families, global ultimate, domestic ultimate, subsidiary ultimate, and employees, which can be critical for CRM strategies. Understanding organizations' hierarchies also aids in managing the customer lifecycle – from acquisition and onboarding to retention and loyalty programs.

#9 Customer Experience
Understanding the people in your TAM and where they live within their organization's structure makes it much easier to provide a seamless and consistent customer experience across different channels and touchpoints. Having those hierarchies makes it easier to map, track and evaluate customer journeys more accurately so that you can identify key touchpoints and potential areas for improvement.
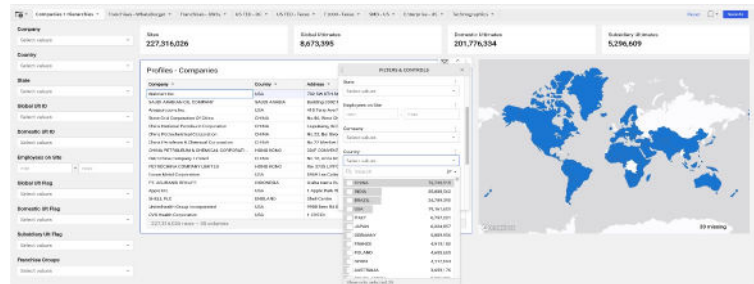
#10 Regulatory Compliance and Risk Management
Having a company's hierarchical data makes it easier to track and manage compliance with regulations, especially those related to customer data security and privacy. Understanding if a division is located in the EU can change the outreach strategy from local to corporate, or vice versa. Being able to identify and mitigate risks associated with customer interactions and transactions is an invaluable capability.

Map Hierarchies to Leadspace Persona scores to accurately identify Buying Teams and optimize your TAM-to-opportunity pipeline today.

Schedule your session: info@leadspace.com | (855) 532-3772