

Small Team, Big Wins

How JAGGAER & 2X Use 6sense to Scale Smarter, Not Larger

6sense
**BREAK
THROUGH**²⁵
Multiply What Matters



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Introduction



Erin Strong

SVP, Growth Marketing

- 20+ years driving demand and revenue growth across global agency and enterprise environments, leading teams of 300+ marketers.
- Passionate about growing high-performing teams, architecting data-driven go-to-market strategies, and applying Lean principles to build high-impact marketing engines.
- AI Council member focused on integrating AI to enhance human precision, and performance.
- At 2X, we partner with B2B teams to scale smarter – turning lean resources into powerful growth engines that deliver measurable revenue impact.



Nikke Blout

Director, Revenue Marketing and ABM

- A B2B AI revenue marketer focused on building high-impact growth programs that convert strategy into measurable pipeline.
- Passionate about combining ABM and AI-powered insights and automations to drive scalable, targeted growth across complex buying cycles.
- JAGGAER is a global leader in enterprise procurement and supplier collaboration, and the catalyst for enhancing human decision-making to accelerate business outcomes.



Small ABM Team, Big Pressure



Bandwidth & SDR Backlog

- 2 growth marketers; 50% rev
- Limited media budget
- Lead volume w/out context of account, stage, timing
- No single prioritized queue
- Slow speed-to-lead/1st touch



Alignment & Confidence

- Sales Alignment
 - Culture of trust in signals
- Executive Alignment
 - ROM and ROI attribution
 - Apples-to-oranges reporting



Attribution Model

- Lead quantity & *sourced* vs acct progress & *influenced*
- Static rule-based scoring
- MQL→SQL single-threading vs MQA/6QA→SQA→SQO buying grp, behavior, readiness



Data Integrity

- Data enrichment overlaps
- L2A consistency (domains & acct hierarchies)
- Stale contact data
- Marketing Ops throughput

A Game-Changing Solution



INTELLIGENCE & ACTIVATION

(signals, predictive AI, native ads, LinkedIn, dashboards, AI email)



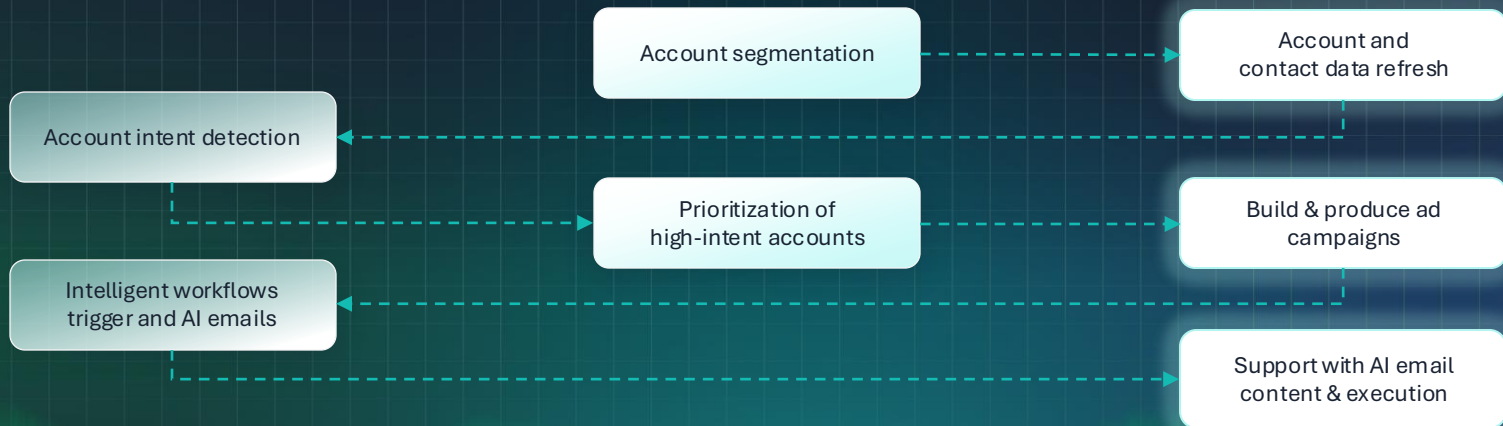
STRATEGY & STEERING

(prioritization, GTM alignment, exec alignment, change agents)



ABM THROUGHPUT & SCALE

(creative, frameworks, builds, QA, analytics, reports, fractional muscle)



Core Challenges Solved

- ✓ SDR backlog cleared
- ✓ High impact with limited resources
- ✓ Data quality & completeness
- ✓ Sales & marketing alignment

Proof of Impact – YTD Program ROI

2x



Campaign Volume via scalable model and hyperfocus on intent data & in-market accounts – spend where it matters!

#bemorewithless

25.7x



Pipeline Multiple
Within a few percentage points of an aggressive annual pipeline target.

Payback: ≈4.2 deals cover annual program.

1,160



Targeted Accounts

75



Opportunities

\$10.2m



Pipeline Created

15



Closed Won Deals
≈ 20 % → target ≈ 25+% EOY

“ That's the power of orchestration and partnership. JAGGAER achieved big-team results without expanding headcount — just smarter structure, stronger creative, and unified systems.”

Proof of Impact – YTD Program Performance



1K+

Target Accounts

Engaged across our top verticals. Consistent performance from two-person team.



~40%

Progression Rate

Advanced through buying stages in six months (top-tier benchmark for 1:few ABM).



+30%

Meeting Rates

6QA → meeting ST0 (up from single digits).



16.97x

Pipeline Predictability

6sense predictive model insights: accounts in purchase stage ~17x more likely to convert to an opp.

Coverage & Warmth

>1k priority accounts engaged; ~40% progressed to hotter stages (top of common ABM ranges).

Culture Shift

Shared dashboards improved trust; SDRs acted faster on clear signals; away from blindly chasing "one-size-fits-all" MQLs.

Conversion Momentum

Engaged-account → meeting rates up by 30% (consistent with ABM lifts). Double-digit meeting conversion rates (MQL @5-6% → 6QA @35%).

Predictive Intelligence

17x more likely to open an opportunity with purchase stage in-market accounts. Key insight for GTM teams.

Then vs Now

From 'Seller-Journey Nurture' to 'Buyer-Journey Orchestration'

THEN SELLER-JOURNEY NURTURE

One-size-fits-all, product-centric drip built around *OUR* sales stages

- Product-first, one-size messaging
- Leads and titles, not accounts
- Calendar sends, not signal-based
- Linear TOFU/MOFU/BOFU content tracks
- Email-heavy, limited channels
- Fixed cadence, ignores behavior
- Lead (MQL) volume, last-touch credit
- Marketing pushes; sales reacts
- Single-threaded outreach; slow to adapt

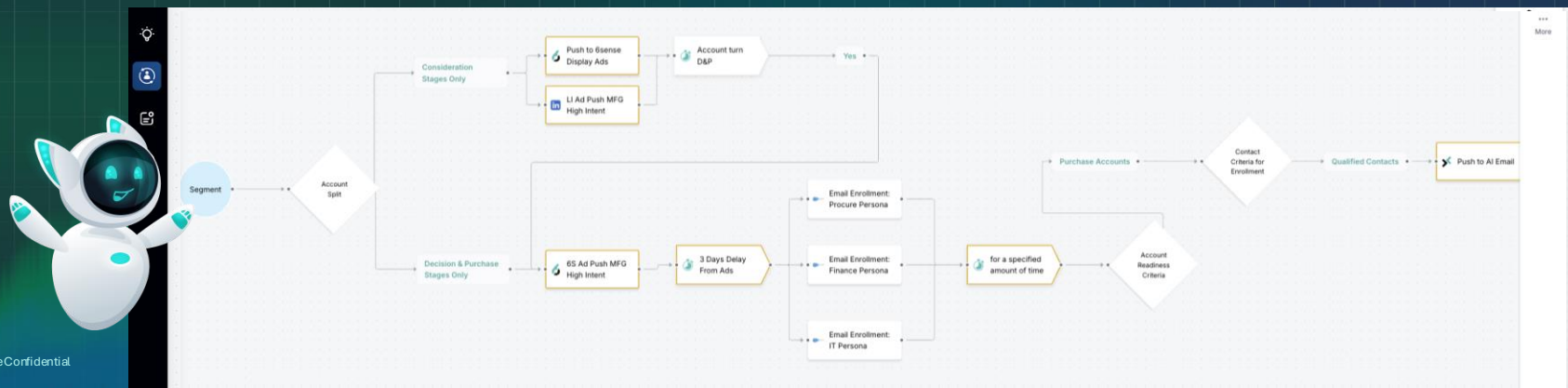
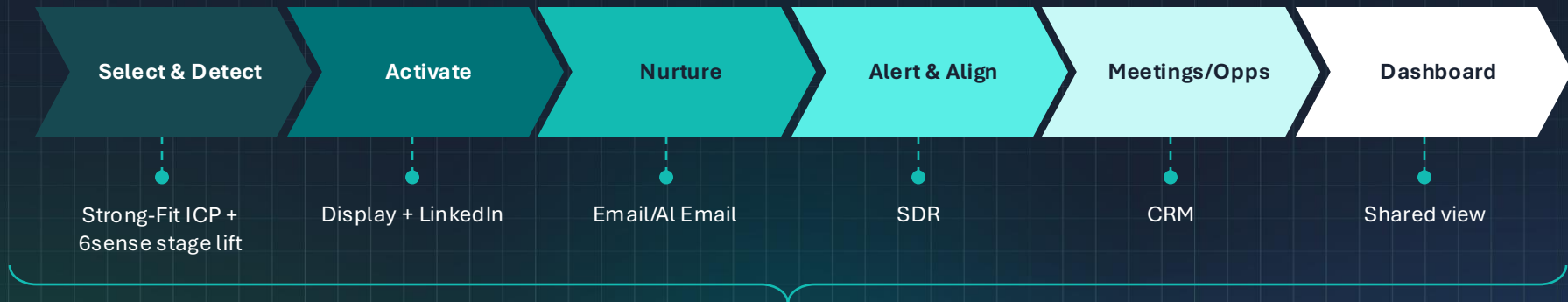
NOW BUYER-JOURNEY ORCHESTRATION

Personalized, dynamic plays that follow *THEIR* signals & stages

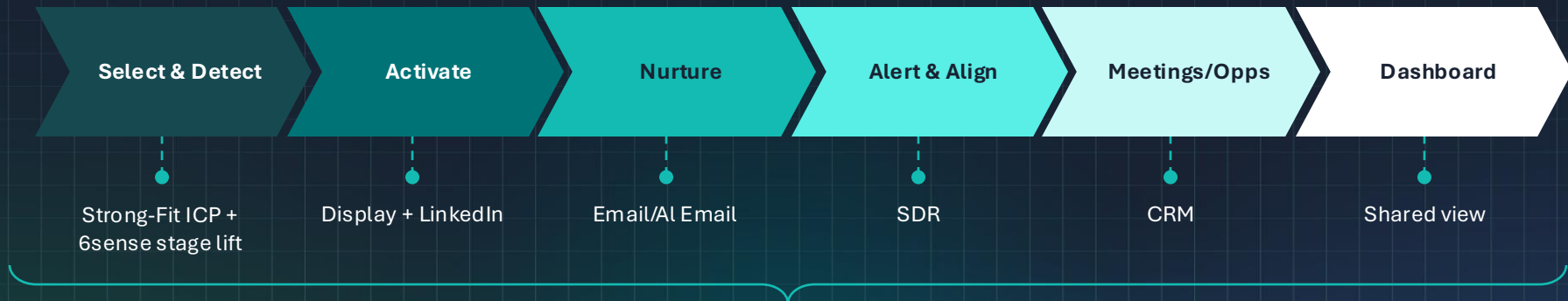
- ✓ Customer-first, need-based messaging
- ✓ Accounts and buying groups targeted
- ✓ Real-time triggers from intent
- ✓ Stage-based plays by industry
- ✓ Multichannel: ads, SDR, exec, web
- ✓ Adaptive cadence from behaviors (and readiness)
- ✓ Account progression → meetings → SQO → revenue, rewards journey
- ✓ Shared rhythm: mktg + sales work one prioritized account queue
- ✓ Multithreaded outreach; no 6QA left behind – AI Email for long-tail



One Play, Many Uses



One Play, Many Uses



Built once, replicated across verticals with light customization.

Secret Sauce #1:

Data Hygiene & Guardrails

- Minimal-viable **Lead-to-Account mapping** to improve buying-group visibility
- Audience refresh rules
- Suppression lists
- AI Email Agents on 6sense enterprise-grade email platform + use sub-domain for brand protection

Secret Sauce #2:

Sales Interlock ("PipeGen Fridays")

Ritual: review top signals/accounts, align on next best actions, track outcomes, rinse/repeat weekly.

Transition: "Did it work? Here's what changed."



The GTM Alignment

6sense Sales Intelligence Dashboard



Dashboards CRM Accounts Last updated on Oct 23, 2025

Accounts People **Recent Activities** Recommended Actions

Filters << 6 Form Fills 20 Events, Webinars, Meet >>

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Sales Leadership Home 6sense Dashboards 6sense New Companies Zoominfo (VF) Leads CRM Accounts Opportunities Campaigns Dashboards Reports Email Templates Cases Customer Insights Groups 6sense Admin 6sense Batch Logs Email Templates Video Calls UTM Touchpoints Conversation Insights



Dashboards CRM Accounts Last updated on Oct 23, 2025

Accounts People Recent Activities Recommended Actions

Last 30 Days

Filters

Selected Filters

Salesforce account fields

6Sense Segments (x6sense_segments_)

6Sense Segments contains

AMER-25-H1_PublicSec_Acquisition...

AMER-25-H1_HigherEd_Acquisition...

Accounts	Account Owner	6QA Temp	Last 6QA	Intent Score	Buying Stage	Engagement Activities	Sales Activities	Engagement	Reach	Latest Opportunity Status	Actions	Account Location	Profile FR
United States	Account Owner		2 Days Ago	84	Decision	15 3 days ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		2 Days Ago	82	Decision	55 1 day ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		2 Days Ago	73	Decision	74 0 day ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		3 Days Ago	85	Decision	94 0 day ago	No Activity		Lost		Lost	United States	Strong
United States	Account Owner		4 Days Ago	65	Consideration	90 1 day ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		6 Days Ago	82	Decision	110 0 day ago	No Activity		Lost		Lost	United States	Strong
United States	Account Owner		12 Days Ago	83	Decision	45 0 day ago	No Activity		Lost		Lost	United States	Strong
United States	Account Owner		19 Days Ago	70	Decision	43 0 day ago	No Activity		Won		Won	United States	Strong
United States	Account Owner		25 Days Ago	84	Decision	57 0 day ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		25 Days Ago	81	Decision	34 0 day ago	No Activity		Lost		Lost	United States	Strong
United States	Account Owner		30 Days Ago	85	Decision	32 0 day ago	No Activity		Prospect		Prospect	United States	Strong
United States	Account Owner		45 Days Ago	94	Purchase	237 0 day ago	No Activity		Won		Won	United States	Strong
United States	Account Owner		49 Days Ago	76	Decision	71 1 day ago	No Activity		Lost		Lost	United States	Strong
United States	Account Owner		50 Days Ago	86	Purchase	50 0 day ago	No Activity		Lost		Lost	United States	Strong

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56 rows

Paying It Forward – Lessons Learned

A small team is David to their Goliath – being nimble helps

Stage-based design + standardized playbook/templated assets

Lead-to-account matching gives you full visibility

Weekly sales & marketing syncs with 6sense Dashboards/Alerts

Monthly/Quarterly Ops platform tune-ups & optimization cycles

Small Team. Big Impact.



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BE MORE (WITH LESS)

- ABM campaign strategy & execution
- Creative & content production for campaign
- Marketing ops & data analytics

Thank You

Something for You?

Scan to download a
softcopy of the checklist ►



Checklist

1	Start small → scale	Launch one repeatable 1:few play, then clone	4	Ritualize interlock	Weekly PipeGen sync; agree on next-best actions
2	Define stages + SLAS	With Sales first; measure account progression (MQA/6QA→SQA), beyond MQLS→SQLS	5	Automate smartly	Use AI Email on a sub-do main for scale; keep human-in-loop for qualified replies
3	Hygiene > hacks	Minimal-viable L2A, naming conventions, taxonomy hygiene	6	Report simply	Monthly exec scorecard + quarterly deep-dive; celebrate progression, not vanity

Common Pitfalls (and fixes)

PITFALL 1

Over-targeting with thin media

Fix:

- Tier lists
- Rotate cohorts
- Protect frequency

PITFALL 2

Tool sprawl

Fix:

- Centralize in 6sense
- Minimize hops

PITFALL 3

Launch and leave

Fix:

- Monthly optimizations
- Quarterly tune-ups





BREAK THROUGHTM 25

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