

Maximize Coverage of Your Total Addressable Market

Coverage is an AI-driven solution that improves your target market coverage by monitoring your CRM and taking action based on events relevant to prospects. We do this by sending targeted, personalized 1-to-1 emails based on events relevant to prospects who are selected based on ICP, Personas, and Rules of Engagement.



QUANTITY and QUALITY Problems

As a sales rep or BDR, you need to do the following to become successful:

- 1) research and write high quality personalized messages to each prospect (“Quality problem”), and
- 2) continuously reach enough volume of your targeted prospects (“Quantity problem”)

It is time consuming to draft Quality messages. If you try to solve the Quality problem, you won’t meet the Quantity/Volume of activity and vice versa. The net result is you might reach, at most, a little more than half of the contacts in your CRM. Wouldn’t it be more productive if a system can help you to address your Quantity problem without sacrificing Quality?

Coverage helps you reach potential customers that are gathering virtual dust in your CRM but have a need for your products and services by addressing your Quantity and Quality problems.

Relevance-Driven Communication

For each event that is relevant to a prospect, your sales rep could tell a story that resonates with that prospect. Examples:

- When a prospect changes their job, your sales rep could tell a story about how your firm can help the prospect succeed in the new job.
- When it is time to reheat a previously lost opportunity (around 90 days old), your sales rep could tell a story to reinvigorate the opportunity.

Coverage lets you define the criteria (that we call “Stories”) to select your prospects based on ICP, Personas, Rules of Engagement, and events that are relevant to your prospects.

Then, the system monitors your accounts and contacts and identifies which of your pre-defined stories are best suited for each target prospect based on the events taking place on a given day. This ensures that each contact receives a high-quality personalized message at the right time while still maintaining your activities quota.

Who is Coverage for?

- Account Execs and Field Reps
- Sales and Business Development Reps
- Startup Companies
- Demand Gen Managers

Types of Coverage Stories

- 90 days no activity
- Warm up old opportunities
- Target new verticals
- Go after customers that are using your competition
- Reach out to previously ignored contacts in your CRM
- Promote or get feedback on new product features

Before Coverage

Currently, your sales reps/SDRs/BDRs are:

- Likely only hitting a small percentage of your Total Addressable Market with their dialer or cadence tool
- Selecting potential customers
- Determining what cadence contacts should be placed in
- Researching for areas of personalization
- Writing personalized emails based on that research

With Coverage

Once you start using Coverage, your sales reps/SDRs/BDRs will:

- Dramatically increase your ability to reach more of your Total Addressable Market
- Let Coverage’s AI and machine learning system find the right contacts (based on your unique ICP, personas, and relevance) in your CRM
- Let Coverage build the personalized message to each contact based on the relevant Stories configured by your team
- Be able to quickly review and approve AI-generated emails
- Spend the workday having sales conversations instead of busywork

Additional Functionality

Target Market Penetration

Each of your users will automatically reach out to a defined number of new contacts per day (like 50 per day) in the accounts assigned to them. Each contact will receive the high quality one-to-one personalized message based upon relevant data that produces more valuable interactions with your target prospects.

Salesforce First

Coverage works off of your data in Salesforce. All activities are consequently tracked in Salesforce for every action the platform makes. Additional data sources are also used to provide more contextual information for each account and contact.

One-to-One Personalization at Scale

Unique personalization for each recipient as well as sender, while providing full content control for the sender through thumbs up/down approval options before the message goes out.

Rules of Engagement

The platform follows the same rules of engagement you have set up in your CRM. For example, “Only go after contacts at accounts with no activity in the past 90 days”, or “Follow up closed lost opportunities after 91 days since closing”.

Real Time Account & Contact Coverage Reports

Each user sees a dashboard of how well they are covering their target accounts. Managers see an overview for the whole team.

Free Up Time for High Value Activities

A day’s worth of sales activities done before the workday has even begun. Reps have more time for high value activities further down in the sales funnel such as working on their open opportunities.

Continuous Improvement

By using data intelligence to select contacts based on the best timing to email those contacts, Coverage continuously improves the effectiveness of your sales outreach activities.

Multi-channel Attribution

Coverage analyzes all activities on accounts across all different channels to provide the full history to give attribution to the right channels and reps driving new opportunities.