

**CALIBERMIND BRIEFING PARTICIPANTS:**

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SUMMARY: A CDP platform for B2B companies, the CaliberMind platform takes in, aggregates and cleanses 1st (your data), 2nd (someone else's first party data) and 3rd (data from data aggregators and DMPs) party data, and then analyzes the resulting enriched data to deliver customer journey maps by small customer segments and customer profiles.

With these easy to read journey maps in-hand, and recommendations from the CaliberMind platform, marketers can work to refine how and when they engage with prospects to shorten the sales cycle. One of the key features of the platform is that it is constantly learning from the data it collects which gives it the ability to recommend the right content for each prospect at each step in the sales journey.

Key benefits of using the CaliberMind platform include: Acceleration of the sales process and increased revenue. Creation of a single source of truth for customer data. improved data quality. Expansion of customer profile information via data enrichment, .

First year costs start at ~\$24K. Customers can be up and running with a first integration within 24 hours and fully operational within six weeks. The system is designed to be used by marketing and sales operations personnel. Only the marketing ops or sales ops personnel that are responsible for operating the platform need to learn how to use the platform since all data, recommendations and insights are fed back into the marketing platforms that connect to CaliberMind.

TO LEARN MORE:**Demo link:**www.calibermind.com/demo**Free trial link:**<https://app.calibermind.com/signup>

NOTE: All information in this report was provided to CabinetM in a vendor briefing, and reviewed by, the vendor prior to publication. CabinetM briefings are done at no charge to the vendor. Our objective is to keep our user community informed about new sales and marketing products and features.

OVERVIEW

Designed specifically for the needs of B2B companies, the CaliberMind platform is an integrated customer database now more commonly referred to as a customer data platform (CDP).

The platform eliminates data fragmentation and quality issues by collecting, cleaning and integrating 1st, 2nd and 3rd party customer data to create in-depth customer profiles and journey details.

Once data is compiled, cleansed and integrated, the platform provides detailed customer journey insights by micro-market segments and buyer personas. For each segment or persona, the platform visually maps the customer journey and displays the number, timing, and type of sales touch points, as well as content consumed through the sales funnel. With a goal of orchestrating better customer journeys and accelerating time to revenue, the platform leverages machine learning to create and refine prospect segments and provide recommendations on modifying the sales process and content strategy for each segment or persona.



VALUE PROPOSITION

- **Increased revenue through better targeting and engagement with prospects.** Delivery of actionable insights related to the path micro-segments and customer personas take through the sales funnel.
- **Reduction in “time to sale”** by leveraging platform recommendations related to customer targeting, customer journey and content strategy.
- **Single source of truth for comprehensive customer data.** Integration of all internal data sources. Elimination of data fragmentation and quality issues. Ongoing cleansing and alignment of data. Data enrichment with 2nd and 3rd party data.
- **Improved marketing productivity and sales outcomes** via refined content strategy and targeting - elimination of content waste.
- **Easy to use, non-disruptive to existing workflows.** Designed with an intuitive user interface for marketing and sales operations personnel. Non-disruptive to existing workflows, the platform distributes the insights and recommendations it produces back to the platforms that it connects to eliminating the need for the entire marketing team to learn how to use the CaliberMind platform.

TARGET CUSTOMER

The company is focused on selling to US-headquartered, high growth B2B marketing and sales organizations. More specifically: SMB to mid-market firms in IT/SaaS, business services and manufacturing. The key decision maker for this product is likely to be the head of marketing operations or the chief marketing technologist supported by the sales operations team. Early customers of this product initially installed the platform as a replacement for their current data aggregation and cleansing systems.

PRICING, PERFORMANCE AND ROI

The company offers a scalable pricing model related to number of connections (integrations) and contacts. Pricing starts at \$2,000/month for 3 connectors (usually CRM, MAP and web analytics) and up to 1M contacts. The company also offers a "Do it for Me" Data as a Service option for marketing teams with limited resources or without internal operations expertise. Customers generally pay for CaliberMind from their demand, sales enablement or BI/Analytics budget.

In its simplest implementation, CaliberMind can deliver an ROI based on the improvement of data quality alone. Time to ROI varies; the company says that most customers see an ROI usually within the first 90 days. CaliberMind uses the SiriusDecisions "Impact of Bad Data on Demand Creation" model to document projected ROI for customers.

The ultimate measure of success for this platform will be the:

- Increased revenue through better targeting and nurturing of prospects.
- Increased CLTV through improved customer engagement, cross-sell, and up-sell (future - today, the platform supports the sales process leading to conversion, in the future it will extend all the way through to retention and advocacy).
- Reduction in the length of the sales process.

STACK ENVIRONMENT

The CaliberMind platform sits within the data and/or operations layer of the marketing technology stack and is a suitable product for companies that already have a CRM and a marketing automation platform in place. With its data cleansing capabilities, the CaliberMind platform may be used to replace existing data aggregation and cleansing systems.

INTEGRATION

Integration is key to the value of the platform. The platform integrates with a large set of data, content and tool vendors via the CaliberMind "1 click connector". The company continues to add new vendors, which can take as little as 24 hours if the vendor has an open interface. Integrations include: Salesforce, Marketo, Eloqua (Oracle), Pardot, Hubspot, Google Adwords, Google Analytics and Zendesk. The full list of current integrations can be found on: <https://www.calibermind.com/solutions/platform>

DIGITAL TRANSFORMATION

Customer Data Platforms or their equivalent are essential to the process of digital transformation in that they have the ability to provide a single source of truth about each customer, which is essential to creating a fully-personalized customer experience

INSTALLATION

Customers can be up and running with an initial integration in 24 hours though it generally takes about 6 weeks to be fully operational and at the point where the system can start providing meaningful and accurate recommendations.

As a CDP, the platform has been designed to be installed and managed by the marketing team with an intuitive user interface and should not require IT support. The CaliberMind team provides hands-on support during the implementation period to make sure that everything gets up and running correctly.

COMPETITIVE ENVIRONMENT

Though there are many players in the CDP category, CaliberMind is unique in that it is 100% focused on B2B environment (direct sales model, long sales cycle, multiple sales touch-points, multiple decision makers) and as such has seen little competition (Treasure Data, Usermind) in the accounts secured to date. In addition, the company also reports that the platform can be used as an easier to manage and more affordable alternative to enterprise Master Data Management platforms (e.g. Informatica, SAS & Experian).

VISION

Today, the CaliberMind platform delivers value in the sales funnel up to the point of conversion and sale. In the future the company plans to extend its capabilities to engagement, loyalty and advocacy with a focus on increasing the CLTV via retention, cross sell and upsell.