How to build high quality leads with Explorium and Salesforce

For all the improvements and innovation in the field, B2B marketing and sales remains bound to two constants: the need to generate net new qualified leads and convert them into customers. To manage this process, many businesses use a customer relationship management (CRM) platform. The number one CRM in use today is Salesforce, used by over 150,000 businesses globally.

In addition, to support this process, organizations work with data providers to source a variety of data types — firmographics, demographics, behavioral/intent, technographics, contact information, etc. Forrester Research found that "Firms with over $250M in annual revenue spend ~27% of their marketing operations budget on data"*. This data helps marketers support frontline sellers who need to find prospects and contacts at their target accounts.

Effective use of external data is a competitive advantage and unlocks new opportunities. When combined with internal data and an insightful understanding of your market, it can help you pinpoint leads and target potential customers in ways that weren't possible before. Find net new prospects not in your internal data by finding new accounts to target with external data. Boost marketing efforts and streamline your sales process by guiding your sellers to those accounts most likely to convert to profitable customers - generating more business for your company.

Supported use cases

Boost lead generation
Explorium combines data from dozens of B2B data sources, in a single platform, so you can access data customized for your business to build targeted sales and marketing prospecting lists for effective B2B lead generation. Upload those accounts and contacts to Salesforce to help your sales team reach your target audience.

Enhance lead enrichment
Explorium's lead enrichment solution expands your internal Salesforce data with thousands of external data signals (columns) to better understand and target buyers. Refine your segmentation and define your ideal customer profile more likely to purchase your products and services to boost sales.

*Source: Forrester Research "Budgets - Tracking the True Costs of B2B Marketing 2020"

Improve lead scoring

Build predictive lead scoring models in Explorium enhanced with external data features and optimize your pipeline instantly. Leverage data driven machine learning algorithms and direct high quality leads in Salesforce to the right sales reps to streamline your marketing and sales teams processes.

Working with Explorium and Salesforce:

Our clients can connect their Salesforce account to the Explorium platform. Data can be uploaded into Explorium from Salesforce objects and then explored with Explorium's rich data catalog. Data can be enriched in Explorium and then exported back to Salesforce. Once the steps have been defined, you can automate the process. New records can be enriched automatically and net new leads can be added on a scheduled basis. Supported Salesforce objects include accounts, contacts, leads, and opportunities.

Import objects from Salesforce

The system will enable the user to pull data from Salesforce into Explorium using a defined query. The query will support any type of object in Salesforce. The user can enrich these objects in Explorium and create a recipe. (A set of defined data prep and enrichment steps in Explorium that can be saved and automated.)

Export enrichments into Salesforce

Based on selected enrichments, the user will be able to update the relevant Salesforce's object. Mapping of the updated fields is done by implicit convention. The implicit mapping will be done against a predefined schema [created by the customer's Salesforce admin] or by automatic creation of new fields in Salesforce [created automatically by AppExchange Explorium app].

Periodic, scheduled enrichment

Based on the predefined Explorium recipe, the system will enable you to define a periodic schedule run to enrich the selected Salesforce objects. The selected objects to be defined use a query, as defined in the Explorium recipe. The objects will be enriched, based on the recipe. The enriched fields will be updated in Salesforce.

More information can be found in Explorium's product documentation: docs.explorium.ai

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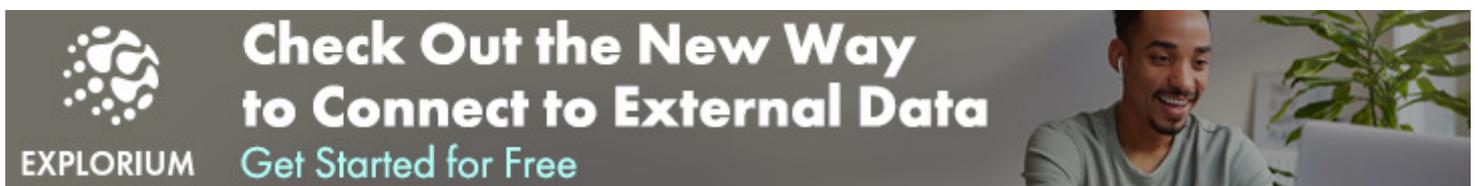
About Explorium

Explorium solves one of the biggest challenges in advanced analytics and predictive modeling by offering the first automated External Data Platform that discovers the most relevant external data (proprietary, premium, & public) that is informative to your business problem, and enables it for predictive modeling, data enrichment and analytics projects. Data has been cleansed and uploaded to the platform, and enabled for 1-click joining with your internal data. Auto data discovery, auto feature engineering, and auto ML capabilities are also included. Clients simply upload their datasets into the Explorium platform and get started.