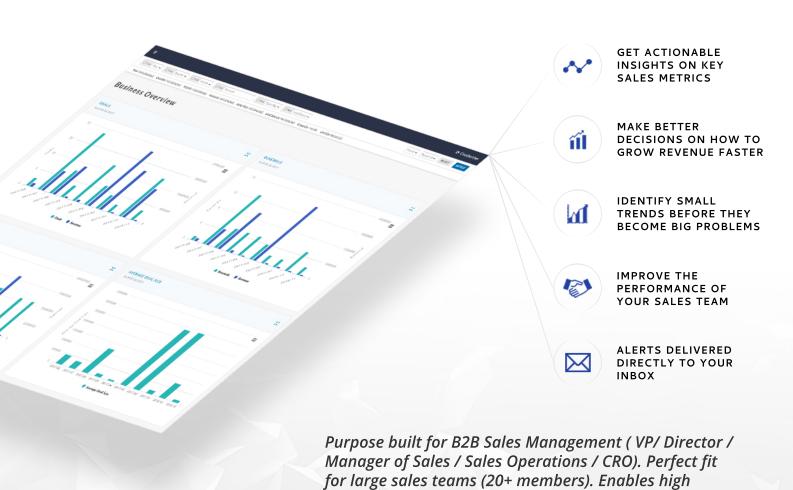# MODATA

Sales Intelligence – delivered straight to your inbox

Visibility. Predictions. Prescriptions. History tracking.

Zero onboarding. Actionable predictions. Real-time alerts.

MoData's software suite offers you Lead to Close to Renewal process visibility and predictions for B2B sales teams. We provide you with real time analytics and historic data so you can track things over time. Check out insights, prognoses and prescriptions, all neatly packaged and at your fingertips. Delivered to your inbox.

GET ACTIONABLE INSIGHTS ON KEY SALES METRICS

MAKE BETTER DECISIONS ON HOW TO GROW REVENUE FASTER

IDENTIFY SMALL TRENDS BEFORE THEY BECOME BIG PROBLEMS

IMPROVE THE PERFORMANCE OF YOUR SALES TEAM

ALERTS DELIVERED DIRECTLY TO YOUR INBOX

Purpose built for B2B Sales Management (VP/ Director / Manager of Sales / Sales Operations / CRO). Perfect fit for large sales teams (20+ members). Enables high growth (15%+ yearly) sales teams to accelerate further.

How Does Mo-Data Help You?

—

Powerful features to improve your sales KPIs, increase your sales ROI and expand your business!

Existing tracking systems only show you a restricted view of your pipeline. CRMs give you a snapshot, limiting sales leaders and managers in their ability to track changes over time. With Mo-Data's solutions you will be able to:

Track the progress of your quarterly target

To help you track your quarterly target, MoData uses AI based models and historic data to make accurate predictions about your pipeline. The information is extracted directly from your deal-by-deal characteristics combined with rep-by-rep performance over time.

This is all neatly coupled with account/customer behaviour to give you the best estimates on the market! On top of that, this whole process is completely transparent. You can easily understand the reasoning behind our predictions. Once you get the full picture, you will know what to change in order to improve it!

Follow the development of KPI's over time

Historic data is never lost with MoData. Unlike CRM's and other similar systems that give you a brief snapshot of your pipeline's condition, we keep the records for extended periods. You can get back to them whenever you want. Follow your pipeline's changes over time, measure them, and improve your performance!

Save time on menial tasks

In order to get things done even faster, MoData takes menial tasks off your hands! We provide "situational" automated dashboards for board meetings, one-on-one meetings, and whatever else you need. This makes it super simple to get things done without a hassle!

All from the comfort of your inbox!

Sales Managers using Mo-Data's software have achieved

—

15%+
Deal closure

10%+
Average deal size

20%+
Sales velocity

MO DATA

Do not hesitate to take our software suite for a test run. Close more deals, increase your sales velocity, and increase your deal size. Make the most out of your pipeline.
MoData - analysis, prediction, prescription.

3333 Coyote Hill Rd
Palo Alto, CA 94304

1-844-MoData4 (663-2824)

info@mo-data.com

www.mo-data.com

Our Packages

Out-of-The-Box Reporting

100+ out-of-the-box metrics / KPI charts to choose from including:

Business Overview - Revenue, Deals, Renewals, Stalled Deals, Deal Size, Sales Cycle.

Current Quarter Metrics - New, Lost & Deferred Deals, Current Pipeline, Open Opportunities, Opportunity Created

Sales Development / Conversion Metrics - Lead-to-First Meeting, MQL to SQL , SDR Reach, Meeting Attended to opportunity, MQL response time, Activity Ratios, Pipeline / Bookings Contribution

Sales Productivity - Lead-to-Opportunity, Quote-to-close, SQL to Opportunity Created / Closed/ Lost, Activity / Task to Close-Won / Close-Lost

Pivots, Filters & Drill-Downs

Pivots / Group By - Year, Quarter, Month, Week, Sales Rep , Account / Customer, Lead Source, Product, Region, Segment, Partner, Channel, and many more...

Filters - Year, Quarter, Month, Sales Rep , Account / Customer, Lead Source, Product, Region, Segment, Partner, Channel, and many more...

Drill-Downs - Rep & Account Level Drop-downs are available on most charts.

Predictions

• Deal Predictions
  • Closed-won Predictions
  • Closed-Lost Predictions
• Prediction Explanations
  • Well defined & actionable reasons behind predictions
• Account and Sales Rep level details for predictions
• Scenario Planning

History Tracking

• Pipeline History
  • Pipeline change history with details
• Stalled Deals History
• "Active" MQL, SQL History
• Open Opportunity History
• Opportunity Stage History

Email Alerts

• 100 plus alert triggers, including pipeline changes, deal activity changes and rep productivity levels
• AI-based anomaly detection and automated alerts
• Support for organizational hierarchy: VP, Director, Manager etc.
• Weekly Digest
  • Top 5 / Bottom 5 reps, deals, products, segments, etc.
  • Significant changes to key KPIs

Account Based Sales

• Engagement level measurement for target accounts
• Depth of coverage for target accounts
• Number and type of communications for target accounts / customers
• ABS campaign effectiveness
  • Opportunities created
  • Revenue generated
• Communication channel effectiveness for target accounts

Forecasting

• **Rollup Forecasting based on:** Opportunity Stage, Lead Creation, Opportunity Type
• Deal / Region / Territory level override
• Customizable Organizational Hierarchy Setup
  • Replicated from CRM
  • Custom
• Push / Pull data directly to/from most CRMs

Connectors

Lead Nurturing - Marketo, Eloqua, Constant Contact, Engagio, Pardot

CRM - Salesforce.com, Microsoft Dynamics, Hubspot, Pipedrive, Sugar CRM, Zoho

Customer Success - Gainsight

MO DATA

Everything you need to ace your quarter!