Predictive Insights

FOR SALES

Build a strategic plan for growth with Predictive Insights from Anaplan. Using the power of artificial intelligence (AI) and machine learning, Predictive Insights provides deep insights into who your ideal customers are. These insights enable you to make more data-driven decisions when creating your growth strategy by revealing:

- Who is likely to buy.
- Which product to offer.
- When the best time to engage is.

By connecting your internal, first-party data—what you know—with a vast global database of third-party account data—what you don't know—Predictive Insights generates a holistic view of the market so you can uncover new opportunities and prioritize efforts. Armed with this intel, your organization can optimize its revenue engine across sales, marketing, and customer success.

There's a better way to plan

By combining your known, first-party data with an extensive third-party database, Predictive Insights provides you with intelligence to build strategic, data-driven go-to-market plans.

Fitting into the broader scope of Anaplan's Connected Planning platform, Predictive Insights helps sales leaders make better-informed decisions with visibility into how their sales strategy affects the organization as a whole.

Dynamic: Change plans at the speed of the market.

Collaborative: Get the right people involved in decision-making.

Intelligent: Leverage internal and external data to unlock predictive insights.

Key benefits

- Make better predictions with the insights gained from extensive third-party data.
- Build an intelligent account segmentation strategy by identifying high-propensity accounts.
- Gain a holistic view of your total addressable market of known and net-new accounts.
- Identify new territories and industries for market growth and expansion.
- Understand which accounts are ideal candidates for up-sell and cross-sell opportunities.

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Key features

Predictive Insights is powered by our proprietary AI technology that continuously gathers thousands of insights and buying signals on millions of businesses worldwide. With our natural language processing capabilities and advanced machine learning algorithms, Predictive Insights can intelligently identify the predictive attributes of your ideal buyers.

These attributes act as data inputs for Anaplan's predictive models and produce intelligent, actionable recommendations that give you a powerful handle on complexity and change.

Company profile details

- Firmographics on revenue, employee size, and industry.
- Financial growth trends.
- Business and technology partnerships.

Trends in human resources

- Open positions or expansion of departments.
- Existing positions and potential end users.
- Existing departments and teams.

Buyer intent and online behavior

- Products or solutions researched online.
- Brands researched online.
- Topics or use cases researched online.

Technographics and install-base

- Technologies that can integrate with and/or complement your solution.
- Technologies that may compete directly or indirectly.
- Investments in tools for IT, engineering, operations, security, sales, marketing, and more.

Key features of the Anaplan platform

Planning at scale:

Enterprise-grade scale with a cloud-native platform and patented in-memory Hyperblock™ engine.

Voice to your data:

One location for all of your planning data that is trusted, connected, and updated.

Runs your business:

Unmatched flexibility to model any scenario for the business and by the business.

A team sport:

Engaging, collaborative, and actionable user experience.

Safeguarding your present and future:

Robust protection through user access, identity management, and data encryption.

Your competitive advantage:

Embedded intelligence and optimization to drive insights that matter.

About Anaplan

Anaplan (NYSE: PLAN) is pioneering the category of Connected Planning. Our platform, powered by our proprietary Hyperblock™ technology, purpose-built for Connected Planning, enables dynamic, collaborative, and intelligent planning. Large global enterprises use our solution to connect people, data, and plans to enable real-time planning and decision-making in rapidly changing business environments to give our customers a competitive advantage. Based in San Francisco, we have over 20 offices globally, 175 partners, and more than 1,150+ customers worldwide. To learn more, visit anaplan.com.

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