

## SOLUTION BRIEF

# Accelerate Lead Scoring Pipelines

Improve your sales efficiency and marketing ROI.

As companies engage with customers through increasingly diverse digital and physical forums, lead volumes grow exponentially. This can be great for sales teams, but can also cause frustration if they end up chasing low-quality leads instead of high-value targets. The same is true for demand-generation teams: ROI suffers if their programs are generating good leads, but the leads get buried under low quality ones. To ensure teams can easily find and close deals, it's critical to implement an agile lead-scoring process backed by an all-flash infrastructure.

## Lead-scoring Pipelines and the Need for All-flash

Finding good opportunities—before your competitors do—requires you to qualify and rank every lead. Fast. With a small number of leads, you could do this manually. With digital programs that generate thousands of leads, you need lead-scoring pipelines. These pipelines analyze the likelihood of a lead converting to a revenue-generating deal by measuring attributes like:

- **Activity level:** How and where the prospect has engaged with the company
- **Persona:** Where the prospect sits in the buying hierarchy
- **Revenue potential:** How much the account is likely to spend over time

Pipelines use this information to rank leads so sales teams know which ones to work first. It also allows marketing teams to measure the impact of their programs and collaborate with data scientists to improve success rates and ROI.

Scoring and analysis is not a simple task. You need to ingest, transform, and analyze large amounts of data in real time. Low latency, high speed IOPS, and the ability to store rapidly growing data sets are all critical to delivering good leads to your sales teams without delay.



### Sales Acceleration

- Filtering low-quality leads reduces time lost on non-starter deals by 50%.
- Stack ranking minimizes risk of deals going cold and speeds program ROI.



### 2x Program Efficiency

- Scoring results in twice higher MQL to SQL conversion and more quality leads per program dollar spent.



### Higher Sales Satisfaction

- Reduction in low quality leads improves sales perception of demand generation value.

## FlashArray//X: A Scalable, All-flash Infrastructure

With latency as low as 250 μs, the all-NVMe architecture of Pure Storage® FlashArray//X provides superior performance to power lead-scoring pipelines. Pure engineered the flash architecture specifically to handle multiple, concurrent workloads at high-speed. This ensures that as the number of data sources grow or the complexity of the pipeline increases, leads still get to sales fast. It also allows your marketing and data science teams to analyze and tune models in real-time to improve sales support. Ultimately, this improves demand-generation program ROI and minimizes the potential for the opportunity go cold or a competitor to capture it.

As your data levels grow, either from external data sources or historical program data, FlashArray easily scales. Data reduction decreases the amount of storage required and non-disruptive growth allows you to expand capacity whenever necessary. Pure1® further simplifies growth by predicting how performance and capacity needs will change over time and then modeling how you can manage loads, either by moving data acquisition to another system in your environment.

Because lead-scoring pipelines are a critical part of sales, they cannot go down. FlashArray//X delivers a wide range of data-protection technologies without massive upcharges, industry leading non-disruptive upgrades, and predictive support that constantly analyzes the storage for potential issues.

## Pure Lead Scoring: An Agile, ML-Driven Pipeline

The teams at Pure understand the opportunity and challenges that come with increasing amounts of leads. To ensure we deliver the highest-quality leads to our own sales teams—and maximize the efficiency of our own demand generation programs—our marketing operations team leverages an agile, ML-driven lead-scoring pipeline built on a hybrid cloud architecture with FlashArray//X (Figure 1).

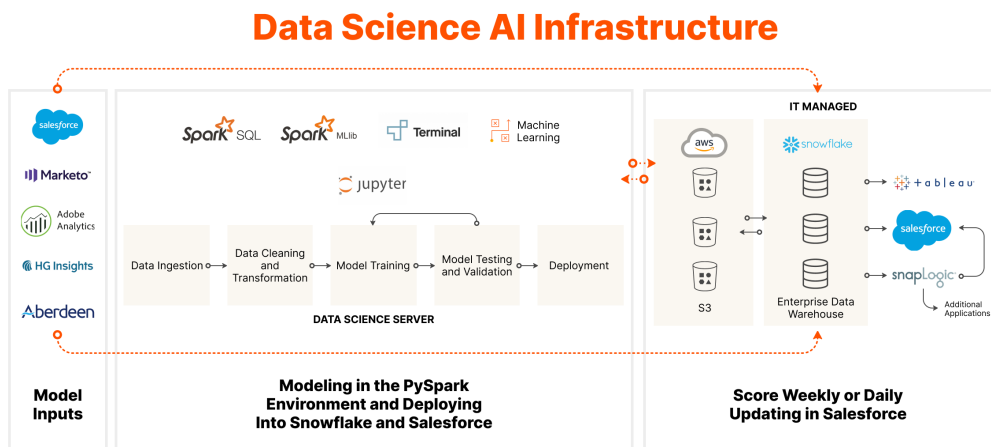


Figure 1: Pure's data science AI infrastructure

There are four components to our lead scoring pipeline:

**Data Acquisition:** The process starts by pulling acquired leads from Marketo, along with enrichment data from sources like Adobe (web analytics) and HG Insights (3<sup>rd</sup> party firmographic data) into a Snowflake data warehouse running on AWS. To minimize latency and accelerate ongoing population of the data warehouse, use FlashArray//X to store leads and enrichment data.

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**Model Generation:** Data scientists then pull data from Snowflake to a FlashArray//X and use PySpark running on JupyterHub to train, test, and validate the lead scoring algorithms. To improve targeting and be more predictive in determining deal attributes, the model is continually refined using a growing number of metadata sources that provide geography, company size, prospect title, etc. Our data science team can quickly and easily access growing datasets with FlashArray//X's simple scaling and low latency performance.

**Lead Scoring and Passing to Sales:** As our team generates leads, we can score them in real-time using PySpark running on JupyterHub and the FlashArray//X. You can then move Salesforce for sales to leverage. As with model generation, FlashArray's low latency is the key to rapid delivery of leads to sales. And because the pipeline is built on FlashArray//X, we can adjust the delivery model over time. Data architects have the flexibility to orchestrate containerized application deployments with a single-click using Pure Service Orchestrator, which virtualizes and intelligently provisions storage to deliver the best experience to developers.

**Lead Scoring Visualization and Program Efficiency Measurement:** The system then passes details on the number of leads and their rankings to Tableau. This allows marketing to measure lead quality from the program and report to leadership on available pipeline for sales. Our team pulls conversion and close rates from Salesforce and compares them against historical detail. If conversion rates or the time to close deals have not improved, the team can immediately adjust the lead scoring model.

## Additional Resources

- Find out more about [FlashArray//X](#).
- Learn how [Pure Service Orchestrator simplifies Kubernetes deployments](#).
- Find out more about Pure Storage [solutions for analytics](#).

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