clari | Revenue Operations Platform

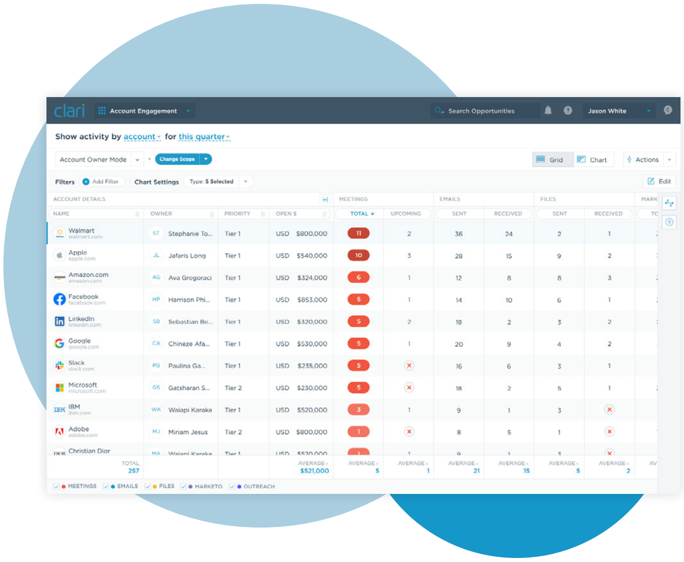
Clari Account Engagement

Align Your Account Strategy with Execution

You’ve optimized your go-to-market strategy for a set of key accounts, but do you know which ones reps are spending time on? Comprehensive AI-driven data shows you where reps are focusing their attention and which accounts need more engagement.

See account relationships in a new way.

Understand how reps are engaging with accounts, identify blind spots, and track account coverage KPIs, so you can strategically allocate resources to drive higher customer retention and increase penetration into new accounts.



Capture every signal.

With Clari, process and analyze data from every touchpoint. Combine CRM data with activity signals from email, calendar, and other systems—providing a holistic view into every touch-point and the history of every account.

After analyzing this data, Clari surfaces valuable insights that help inform your strategy and align your entire revenue team—from sales to marketing to customer success.

Drill into key segments of accounts.

Break down your accounts by their exact status to easily see which ones are healthy, which ones are at risk, and which ones are somewhere in the middle.

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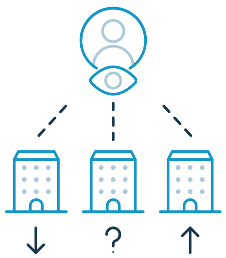
How It Works

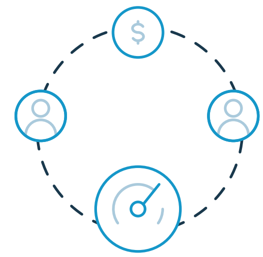
Clari Account Engagement tracks rep and buyer activity automatically. It continually harvests data from sales reps' calendars, email, marketing automation, and other business systems and intelligently associates it with accounts from CRM. The insights give you real-time visibility into who t heir reps are talking to at target accounts and how and when they're engaging them.

Drive Better Target Account Engagement

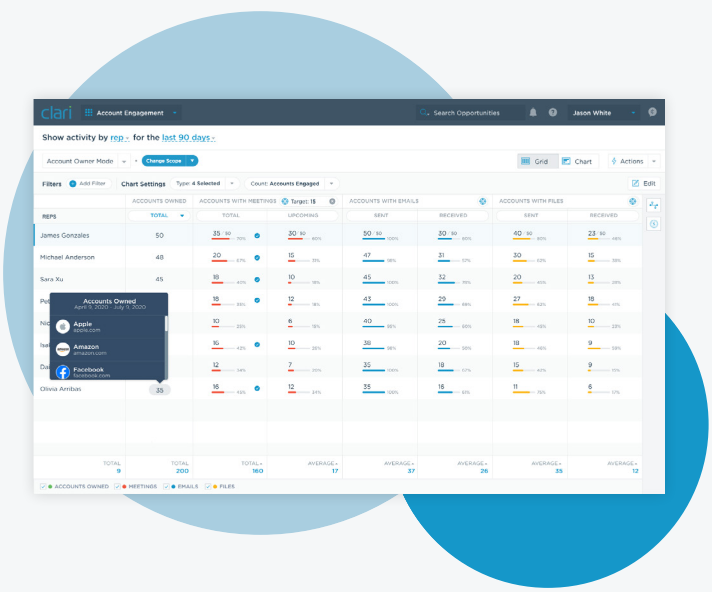


Gain insight into which accounts are being worked and to what degree

Identify risks and opportunities to drive world-class execution



See deals associated with target accounts and track who's engaged on both sides, so you can help move the needle



Give revenue leaders a clear understanding of how their workforce is interacting with their accounts with these AI-based insights:

Account Heatmap: See activity for any given account so you can easily understand which ones are healthy and which require attention.

Engagement KPIs: View meetings, emails, and other engagement metrics across accounts to ensure your reps are spending their time and effort wisely.

Territory Coverage: Track rep engagement against the accounts that they own so you can optimize territory distribution and make sure all accounts are getting enough attention.

Account Whitespace: Quickly identify accounts with no recent activity so you can prompt your team to increase engagement.

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