



# Solutions.AI for B2B Growth

Unlock new revenue opportunities with AI-powered customer insights.

Pre-built for multiple industries including:

- Software & Platforms
- Banking
- High Tech
- Insurance
- Communications
- Health



“Accenture is helping us transform our B2B seller acquisition activities in India, Malaysia and Thailand with their AI-driven revenue growth solution.”

**Francis Fang**  
Country Channel/Regional Manager  
for Malaysia and Thailand  
Alibaba.com

## Real client results

**72%**  
increase in revenue

**4x**  
higher conversion rate on digital channels

**40%+**  
increase in campaign engagement

## Architecting B2B strategies and AI-powered solutions to change how businesses grow

As B2B companies do more and more business online, they'll need to develop new ways to know and nurture their customers. That requires sorting through large volumes of data and prioritizing and targeting high-value leads quickly and efficiently. Solutions.AI for B2B Growth delivers AI-powered customer insights that unlock new revenue opportunities across the customer life cycle. Designed to work with any infrastructure, the solution is pre-built to solve for a variety of common use cases and can be customized to capture new, changing or client-specific opportunities.

## Solution features

Delivering AI-powered B2B growth for speed, flexibility and innovation

Expertly managed by 6000+ global practitioners

**Built-in B2B Data Universe:** Generate insights from over 600 third party data sets globally and 25M SMB data sets in North America.

**AI Sensor Catalog:** Extract unique signals and intents using 50+ AI-enabled web sensors from “digital breadcrumbs.”

**Proprietary Machine Learning Models:** Predict sales conversions and optimize next best actions using pre-built and customized machine learning algorithms.

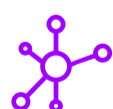
**Industry-Tailored Knowledge Graphs:** Capture collective human knowledge and intelligence into an industry relevant knowledge base for continuous learning and refining.

**Automated Machine Intelligence Connectors:** Integrate market-ready products into a variety of systems and platforms which in turn guide and automate operational workflows.

Company Name	Industry	Sub-Industry	Revenue Range	Employee Size	# of Sites	Year in Business	Total Spend
Cybercore Networks	Manufacturing and Distribution	Detective and armored car services	1-10M	11-50	7	39	72132
Qualtrics, Inc.	Financial Services	Business consulting, nec	0-Nr	51-100	2	11	164425
Apple Technology Solutions Inc.	Financial Services	Computer maintenance and repair	0-Nr	1-10	1	3	73387
Spring Arbor Township	Public Sector and Education	Computer maintenance and repair	0-Nr	11-50			68851
Midlandland Farmers Coop	Financial Services	Agricultural chemicals, nec	0-Nr	1-10	5	10	81914
Memphis Realty Edna LLC	Manufacturing and Distribution		0-Nr	201-500			70187
Healthify Network LLC	Media and Telecommunication	Cable & other pay television services	0-Nr	1-10	1	36	97765
State of North Carolina, Inc.	Media and Telecommunication	Administration of general economic programs	1-10M	11-50	4	211	100098
Southeast Ohio Computer Association COO	Media and Telecommunication	Private households	1-10M	11-50	1		52230
Institute of Mental Hygiene	Public Sector and Education	Membership organizations, nec	1-10M	1-10	1	17	77233

The B2B Growth solution helps clients augment their understanding of potential sales prospects, using third-party data to model the propensity and value of leads.

## 3 ways AI-powered B2B growth delivers immediate value



### Integrated view of the customer

Responsibly build a 360-degree customer profile with first-/third-party data and data from automated web crawlers to understand client attributes and identify real-time opportunities for growth.



### Prioritized list of highest-value leads

Improve decision making with AI-powered smart lists that help businesses prioritize their most valuable leads and optimize sales using granular insights from across multiple touchpoints.



### Industry-specific insights and propositions

Identify and consistently refine insights specific to a business, product and industry with proprietary models and methodologies.

Let's talk



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Distinguished Scientist  
for Innovation