Snowflake powers predictive modeling with LinkedIn Sales Insights

snowflake

Location: Remote | **No. of Employees:** 5,540+
Industry: Data Warehouse Software

"I think the strongest feature Sales Insights has is its ability to connect and integrate with CRM systems."

David Gojo
Head of Sales Data Science, Snowflake

Challenge

Inaccurate and incomplete data

- Snowflake enables organizations around the world to mobilize their data with Snowflake's Data Cloud.

- Data scientists at Snowflake use predictive modeling to help their go-to-market teams prioritize target accounts. "Our modeling is used internally," explains Yu Chen, Senior Data Scientist at Snowflake. "We create what we call an account propensity model, and our main target is the planning team. At the beginning of each year, our planning team will do account assignments and account prioritization by using the score we provide to them."

- The previous data sources that Snowflake had used were of poor quality and no consistency.

- Snowflake needed a solution that provided accurate, complete, real-time data on accounts within their Ideal Customer Profile (ICP) to ensure their modeling delivered reliable outputs.

Solution

Integrating a wealth of insights

- By integrating LinkedIn Sales Insights with their CRM, Snowflake validated and expanded upon the volume of data used in their modeling.

- This influx of high-quality data has increased the reach of Snowflake's modeling. "We have more data availability outside of the United States," says Chen. "Because LinkedIn Sales Insights standardizes all languages into English, we are able to get data on global companies as well."

- According to David Gojo, Head of Sales Data Science at Snowflake, the accuracy of modeling translates directly into a calculable increase in ROI: "There has been a 30% increase in data matching accuracy due to LSI's unique and direct access to people powered data."

Results

More accurate modeling and higher conversion rates

- Since adopting LinkedIn Sales Insights just over a year ago, Chen notes that the data science team at Snowflake has seen a significant increase in data accuracy. "After making important changes to our modeling process, including adding the LinkedIn Sales Insights data, the accuracy of our models improved by 14 percent."

- The high-quality data allowed the team to identify ideal target accounts with even greater precision. Tracking the performance of accounts, those identified as top-tier accounts through the predictive modeling had a 2x higher conversion rate than other accounts.

2x
higher conversion rate for those identified as top-tier accounts through predictive modeling

30%
increase in data matching accuracy due to LSI's unique and direct access to people powered data

~14%
increase in model accuracy with LinkedIn Sales Insights and other changes

Better account prioritization

- Gojo shares an example of the domino effect of quality data: "The sales team approached us and said, 'We need more accounts!' So we gave them about 7000 accounts not yet in our CRM and identified to be high value prospects through predictive modeling. What made the project so successful is that one salesperson managed to close a record deal for the team from one of those accounts ingested by the end of quarter, when a typical sales cycle averages 180 days."

Data completeness

- Snowflake saw a significant increase in data completeness with Sales Insights. Chen shares, "We found that with LinkedIn Sales Insights the match rate increased to 95% from 70%. It has become our source of truth when it comes to verifying data in our CRM."

- Gojo explained how significant the quality of integration with Sales Insights was for data enrichment in their CRM. "Just because a data source has an entity in their system, that doesn't mean it matches ours. And I think this is the strongest feature Sales Insights has – its ability to connect and integrate with the system."

- LSI is also an important data source for us to ingest new accounts into our CRM. We used LSI together with companies' personas info to define the target ICP in different territories.

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Yu Chen
Senior Data Scientist, Snowflake

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